

# Nicholas R. Abernathy

1029 Rue La Chelle Walk • Creve Coeur, Missouri 63141 • (636) 751-8824 • nickabernathy1868@yahoo.com

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**SUMMARY:** I am a highly driven, business minded professional that has a proven track record of success. Strategically able to build a rapport with prospective and current clients. With my great work ethic, I am sure to make a positive impact.

## **EXPERIENCE:**

### **RBO PrintLogistix**, Maryland Heights, Missouri

*Account Executive* (September 2016 – Present)

- Excel in the sales of promotional products, print collateral, business forms, large format, and ordering technology
- Develop, implement, execute and review strategies to increase revenue
- Consult with clients on the best possible solution for their needs
- Collaborate with my support team to ensure orders are placed promptly and accurately
- Work with vendors on pricing and specs of job while maintaining an excellent profit margin
- Grew book of business 26.5% the first year

### **Directory Publishing Solutions**, Wildwood, Missouri

*Media Consultant/Sales Representative, Sales Department* (February 2015- August 2016)

- Represented the Sales department in advertising to meet current and prospective clients' needs
- Utilized database programs to analyze and ensure accuracy of clientele's information
- Collaborated with sub-departmental colleagues to complete tasks as a unified department
- Generated over \$750,000 in revenue from current and prospective clients

### **Massas Italian Restaurant and Bar**, New Town, Missouri

*Restaurant Manager/Bartender* (July 2014-February 2015)

- Ensured quality customer service to patrons
- Verified restaurant's daily revenue to determine budget/profit and loss
- Managed and motivated a diverse team to up-sell to increase profitability

## **EDUCATION:**

### **Southeast Missouri State University**, Cape Girardeau, Missouri

Bachelors of Science in Mass Communications –

May 2015

*Activities and Memberships:*

- Pi Kappa Alpha
  - Vice President of Education*, (2012-2013)
  - Head of Recruitment*, (2011-2012)
  - Community Service Chair*, (2010-2011)
  - Philanthropy Chair*, (2008-2009)
- Public Relations Student Society of America (PRSSA), Member

**SKILLS:**

Microsoft Office (Excel, Power Point, Word)

ESP – Advertising Specialty Institute

Customer Relations Management Systems (CRM) – SFA & HubSpot

**REFERENCES** – Available upon request