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| |  |  | | --- | --- | |  | **TERRY "LEE" GILES JR** |     Professional Summary  Insightful and strategically-minded professional with hands-on experience leveraging dynamic market penetration and capturing new businesses through innovative account strategy and optimization, digital transformation, and commercial awareness. Brings robust skill set in designing client retention and expansion plans, while cultivating trustable relationships to obtain competitive advantages. Well-versed in building and mentoring teams, fostering a work culture of innovation. Adept at cultivating strategic partnerships with clients, business partners, and key decision-makers to capitalize on emerging industry trends and revenue opportunities.      Work experience  I Luv Merch - Senior Consultant  *Mckinney, Tx*  *2019 – Current*   * Lead the transformation of the family promotional products business by implementing sales, operations, and marketing solutions, resulting in the establishment of a distributorship model exclusively focused on external suppliers. * Manage comprehensive training programs, empowering the team to independently oversee all facets of business operations, fostering enhanced efficiency and self-sufficiency. * Drive the strategic shift from in-house production to a distributorship-only model, effectively eliminating the need for production equipment, storage, and labor and consequently reducing overhead costs. * Achieve the distinction of being the most profitable iPROMOTEu promotional products distributor for multiple consecutive years, a testament to the proficiency and collaborative spirit cultivated. * Exceed sales targets consistently through an in-depth understanding of promotional product trends and market dynamics, showcasing an expert grasp of the account executive domain. * Implement effective sales techniques to bolster customer acquisition and retention, employing client-centric strategies that yield impressive results.   Brand Keepers - Founder – Owner - Operator  *Richardson, Tx*  *2014 - 2019*   * Established a fully operational promotional products, sign and print production facility, and event management company, commencing from the ground up. * Constructed a comprehensive production facility encompassing advanced technologies such as Mimaki flatbed and roll printers, plotters, and Ricoh 7110 digital paper printing. Additionally, established a client-oriented pick and pull warehouse for inventory storage and efficient fulfillment programs. * Oversaw the execution of large-scale corporate events catering to various Fortune 500 companies, effectively managing all aspects from planning to successful implementation. * Attained multiple top 25 gross sales awards, attesting to consistently high sales performance.   Giles Moran Marketing Group - Co-Founder-Owner-Operator  *Richardson, Tx*  *2006 - 2014*   * Operated a promotional products and print distributorship, assuming responsibility for diverse functions including event management, production, training, and sales leadership for the complete range of promotional products. * Oversaw all facets of event management, ensuring seamless planning and execution, resulting in successful outcomes and heightened client satisfaction. * Managed production operations, maintaining a keen focus on quality control and timely delivery of print and promotional materials. * Led comprehensive training initiatives, equipping the team with the skills and knowledge to excel in their respective roles, which contributed to operational efficiency. * Guided the sales team, utilizing strategic insights and effective leadership to drive revenue generation and sustain strong client relationships.   FASTSIGNS INTERNATIONAL - Field Marketing Manager  *Carrollton, Tx*  *2003 - 2005*   * Assisted in the marketing and training of new franchisees and consulted with established franchisees to facilitate the effective implementation of sales and marketing strategies. * Supported various marketing co-ops within my region, addressing their specific needs and ensuring collaborative success. * Managed the coordination of projects and facilitated training initiatives, ensuring alignment with the established goals and targets. * Assisted with planning and executing comprehensive marketing campaigns that align with the company's goals, target audience, and brand identity, by crafting messaging, selecting appropriate marketing channels, and coordinating cross-functional teams to ensure successful campaign implementation.   SMOOTHIE KING FRANCHISES, INC - Operations Consultant  *Metairie, Louisiana*  *2000 - 2003*   * Assisted and provided training to new franchisees, guiding them through the entire store build-out process and overseeing the training of newly hired store employees. * Advised on effective sales strategies and optimal marketing practices to drive growth in same store sales, contributing to increased business success. * Conducted research and development for innovative smoothie products, enhancing the menu offerings and catering to evolving consumer preferences. * Delivered comprehensive nutrition training to franchisees, ensuring a strong understanding of health-focused offerings to meet customer demands. * Supported the corporate training facility, offering insights and expertise to refine and enhance the training programs.   FASTSIGNS METAIRIE - Sales Manager  *Louisiana*  *1995 - 2000*   * Generated sales through strategic initiatives, contributing to revenue growth and achieving business targets. * Implemented impactful marketing programs to enhance brand visibility and attract a wider customer base. * Hired and trained staff, nurturing a skilled team capable of delivering exceptional customer service and driving sales. * Provided team guidance in areas such as prospecting, negotiation, and closing deals, fostering a high-performance culture and ensuring the team's professional growth. * Advised the production team on efficient practices, ensuring alignment with sales demands and maintaining client satisfaction.   GRAND FURNITURE WAREHOUSE - General Manager  *Tacoma, WA & Gretna LA*  *1991 - 1994*   * Managed two furniture retail locations, starting with Tacoma, WA and later transferred to Gretna, LA to establish a new facility from the ground up. * Oversaw comprehensive sales and warehouse training, ensuring staff proficiency and exceptional customer service. * Led the ongoing purchasing of furniture and accessories, curating a diverse and appealing product range. * Directed daily operations, maintaining a seamless and efficient workflow |  | McKinney Texas  McKinney Texas  214-769-7305  [lee@iluvmerch.com](mailto:lee@iluvmerch.com)  <https://www.linkedin.com/in/leegilespromos/>    core competencies   * Account Strategy & Optimization * Digital Marketing & Advertising * Customized Multimedia Solutions * Product Lifecycle Development * Brand Awareness & Development * Sales Growth Strategies * Market Trends Assessment * Lead Generation & B2B Sales * Client Retention Initiative      * Data-Driven Insights * Vital Project Management * Transformative, Scalable Leadership * Team Training & Mentoring * Performance Evaluations * Interdepartmental Cooperation * Key Stakeholders Engagement * Emerging Technologies Integration * Account Strategy & Optimization * Digital Marketing & Advertising * Customized Multimedia Solutions * Product Lifecycle * Brand Awareness & Development * Sales Growth Strategies * Market Trends Assessment * Lead Generation & B2B Sales * Client Retention Initiative * Data-Driven Insights * Vital Project Management * Transformative, Scalable Leadership * Team Training & Mentoring * Performance Evaluations * Interdepartmental Cooperation * Key Stakeholders Engagement * Emerging Technologies Integration       soft skills   * Excellent Communication * First-Rate Attention & Accuracy * Sound Decision-Making * Active Listening * Relationship Building & Nurturing * Analytical Thinking * Complex Problem-Solving * Time Management * Strong Organization * Multitasking & Prioritization * Integrity & Accountability * Strong Work Ethic       ADDITIONAL EXPERTISE  **Board of Trustees -** Speedway Children's Charities, *2013-Current*   * Oversee organization's operations, financial management, and adherence to its mission and values. * Participate in developing and refining the organization's strategic plans, goals, and objectives to ensure the effective execution of its mission. * Act as advocates for the organization within the community, promoting its mission and programs to increase public awareness and support.   **Board Member -** CASA of Collin County, *2005-2007*   * Ensure the organization operates in compliance with relevant laws, regulations, and policies, particularly those related to child welfare and nonprofit governance. * Offer guidance and support to the executive director and staff, sharing your skills and knowledge to help the organization achieve its objectives. * Identify and establish partnerships with other community organizations, agencies, and stakeholders to enhance the organization's impact and reach.     key AWARDS   * **National Top 25 Sales,** iPROMOTEu       Associations   * SAGE/PPAI/ASI * PPAS * iPROMOTEu |