

Michael Newcomer

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Account Executive

Growth-focused sales professional with 15+ years of success driving new business revenue and profitability while optimizing the customer experience

— Areas of Expertise —

Territory Management & Expansion | Account Management & Growth | Consultative & Solution Selling
Sales Cycle Management | Prospecting & New Business Generation | Presentation & Proposal Development
Contract Negotiations | Customer Satisfaction & Retention | New Product Launches

— Career Accomplishments —

Boosted annual sales revenue at CoolSwag Marketing from \$200k to \$1.3M in three years
Expanded an underperforming sales territory from \$400k to \$2M at Ash City Apparel

Professional Experience

Web.com

Digital Marketing Consultant

Charlotte, NC
01/2018 – Present

Provides consultation on the development and improvement of clients' online marketing. Partners with Digital Marketing Analysts to strongly represent SEM / SEO improvements for clients.

MN Design Group, LLC

Independent Sales Contractor

Charlotte, NC
04/2017 – 12/2017

Identify, research, and engage with prospective clients to uncover new business opportunities for Empire Today's flooring services.

Key Accomplishments:

- Recognized by Empire Today's sales management for delivering extraordinary sales presentations, accumulating significant product expertise, and producing a 50% lead conversion rate.

Staples

Account Executive

Charlotte, NC
05/2016 – 03/2017

Hunted for new business opportunities across the greater Charlotte, North Carolina area and the entire state of South Carolina to increase Staples' promotional products market share.

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CoolSwag Marketing
Independent Consultant

Charlotte, NC
10/2012 – 05/2016

Developed and expanded a sales territory consisting of the states of NC, SC, VA, and WV to drive sales of advertising products and services for third-party vendors, such as Stormtech USA, ADG Promotional Products, Aloe Up, KC Cap, Seville Gear, and OrigAudio.

Key Accomplishments:

- Managed all daily operations while increasing annual sales revenue from \$200k to \$1.3M in just over three years by developing and executing effective sales and marketing strategies.
- Leveraged partnerships forged with distributors at Ash City Apparel to utilize proven sales channels and accelerate revenue growth.

Ash City Apparel
Factory Sales Representative

Charlotte, NC
01/2001 – 06/2012

Generated new business sales revenue by acquiring customers of all sizes including distributors, screen printers, and uniform suppliers in the states of NC and SC, as well as the Western VA region.

Key Accomplishments:

- Expanded an underperforming sales territory from \$400k to \$2M in sales volume through persistent prospecting and efficient sales cycle management.
- Recognized with an award for producing the highest increase in revenue (40%) among all U.S. sales territories in 2001.
- Cultivated strategic partnerships with distributors that produced revenues between \$500k and \$15M.

Additional Experience

Regional Account Manager • Robertson Marketing Group, Charlotte, NC

Sales Manager • Charlotte Observer Newspaper, Charlotte, NC

Education and Extracurriculars

Bachelor of Arts in Broadcast Communications
University of North Carolina – Chapel Hill, NC

Community Leadership

Volunteer Photographer, Flashes of Hope 2013- Present