

KEVIN DOERR

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WORK EXPERIENCE

Staples, Inc.

February 2016 – May 2018

Promotional Product Account Executive – Wisconsin

Staples, Inc. offers five business-to-business categories – including Promotional Products. Staples, Inc. is the industry leader in Promotional Product sales at \$593 million for 2017 sales. (per Advertising Specialty Institute).

My primary responsibilities included:

- Managing, prospecting and closing profitable Promotional Product sales to a diverse range of accounts in the state of Wisconsin.
 - This included sourcing and pricing items with various suppliers in the promotional product industry.
 - Working with art departments to ensure proper layout of artwork and brand guidelines adhered to by all parties involved
- Serving as the primary contact for the client during the sales process and working with internal support functions (special order, account services, sales management, etc.) to ensure that client needs were met for special order and managed programs.
 - Managed programs included: drop-ship sales, inventoried merchandise programs, temporary merchandise order platforms (drop-ship sales only).
- Achieving sales budget and margin objectives.
- Managing and expanding (new departments, contacts, etc.) the corporate relationship with select customers. Building and maintaining positive relationships with supplier partners.

Cary Francis Group, Inc.

August 2014 – February 2016

Account Executive – Franklin, WI

CFG was a Promotional Product, Brand Licensing and Merchandise Fulfillment Agency. Chapter 11 - Bankruptcy filed Fall of 2015.

My primary responsibilities included:

- Conducting Promotional Product sales via telephone and eCommerce to contracted clients.
- Sales included drop-ship sales and inventoried merchandise programs.
- Other positions held: Supplier Relations, Customer Service, Warehouse

Kellogg Company

November 2010 – November 2013

Territory Sales Representative – Chicago, IL & Milwaukee, WI

My responsibilities included:

- Maintaining and growing sales of full Kellogg's catalog for assigned territory (10-15 grocery retailers)
- Maximizing sales via share of shelf, display cases, and other in-store promotions
- Maintaining positive relationships with store managers and other grocery vendors

OTHER

- Proficient in Adobe Illustrator, Adobe Photoshop, Microsoft Word, Excel, PowerPoint, Salesforce.com, Social Media
- 2 years of college baseball playing experience; 2 years coaching experience

EDUCATION

University of Wisconsin – Milwaukee

Bachelor of Arts in Communication received August 2011

REFERENCES

Mindy Slade • Former Regional Sales Manager • Staples • (770) 891-5851

Matt Innes • Promotional Product Account Manager • (913) 575-3505

Blake Swanson • Strategic Account Manager • Staples • (414) 333-9999

Phil Krempely • Former CEO • Cary Francis Group, Inc. • (847) 373-9514

Dan Fetherston • Former Account Manager • Cary Francis Group, Inc. • (414) 630-9446