

Alise Cohen
116 Malvern Court
Mount Laurel, New Jersey 08054
Home: (856) 778-9063 Cell: (609) 670-1865
alisegail@yahoo.com

SUMMARY: Extensive experience in production, project management and sales administration

PROFESSIONAL **Forest Incentives** (May 2014 to present)

EXPERIENCE: Branded Merchandise Manager : Handle all aspects of project management. Follow projects and orders from time of inception to completion. This involves conducting research to find new products to meet customer's needs, estimating complex printing jobs and fulfillment, preparing quotes, processing orders and order follow-up at every stage from order being submitted to vendor to receiving proofs and getting approvals, shipping arrangements and final invoicing. Work closely with other internal departments, including senior management, marketing, art and fulfillment departments. Supervise three person department. *Improved perceptions and reputation of company's branded merchandise department. Increased sales volume by more than 300%.*

Artcraft Promotional Concepts (May 1996 to February 2014)

Project Manager: Responsible for the sales and coordination of orders for custom promotional products. Duties include researching sources for a wide variety of items based on customer's promotional needs and strategies; building relationship with customers and suppliers; estimating job costs; preparing price quotes; negotiating pricing with suppliers. Manage complex, multi-faceted projects; preparation of corporate presentations; follow-up on many details to ensure that orders are produced to customer's specifications and are delivered on time. Created training program. Train new sales and sales support staff. *Increased customer retention within my sales team and doubled or tripled sales volume for several accounts.*

Dismar Corporation (1994 to 1996)

Sales Administration/ Project Coordinator: Responsible for coordination of custom printing jobs including point-of- purchase displays, packaging and signage. Estimated job costs; prepared customer price quotes; sourced suppliers; coordinated with art and print departments. Developed prospect lists; created and implemented direct mail campaigns. Continual follow-up with inside departments, customers and suppliers to ensure on time delivery of high quality printed products. *Increased sales by 28%.*

Penn State Great Valley (1987 to 1994)

Graduate Programs Representative: Responsible for the administration, marketing, advertising and promotion of graduate degree and certification programs. Managed \$1,000,000.00 budget. Conducted needs assessments and developed recruitment strategies to include direct mail, advertising, community events, brochure development and corporate presentations. Served as publications coordinator, managed inquiry response system and trained staff in customer service techniques and time management. Conducted research project to predict employment and educational trends in the 5-county Philadelphia area and produced 200 page report used for future program planning.

Becker Kanter Retail Publications (1985 to 1987)

Account Representative: Responsible for the sales and coordination of the print advertising program for shopping malls. Worked in conjunction with art and print departments on the design, placement and circulation of direct mail advertising materials for approximately 350 retailers around the U.S. Cultivated and maintained relationships with mall management, marketing staff and individual store owners. *Increased size of publications by 20%*

EDUCATION: Bachelor of Science – Temple University. Summa Cum Laude

SPECIAL SKILLS: Detail oriented; able to handle many diverse tasks simultaneously and meet deadlines. Possess strong communication, analytical and problem solving skills. Team player. Experience with Microsoft Word, Excel, Power Point, Outlook, FileMaker and various account management programs.