

# DAWN M. BLAZEI-SCHMIDLING

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## PROFILE

A multi-tasking detail oriented professional with 30 + years of sales, project and account management experience. Accomplished contributor with extensive experience in all aspects of sales, customer service, company operations, supplier relations, order processing, web store maintenance, inventory management, artwork coordination/screen printing and merchandising. Well-developed and persuasive communication skills.

## AREA OF EXPERTISE

- ❖ Account Management for National Accounts
- ❖ Overseas Project Sourcing and Manufacturing
- ❖ Operations and Organizational Flow
- ❖ Coordinate with Freight Forwarders
- ❖ ESP and SAGE Savvy
- ❖ Program Inventory Management
- ❖ ARIBA
- ❖ MAS/SAGE
- ❖ CommonSku
- ❖ ASI Websites
- ❖ Creative Merchandise Software
- ❖ UPC Codes/Bartender Software
- ❖ Ozlink for UPS

## EXPERIENCE

### **Senior Account Manager/Sourcing Manager, Straight Up, Inc.**

June 2008 – Present

*Hartland, WI*

- ❖ Merchandise and manage both consumer and customer product loyalty and incentive programs
- ❖ Discussing projects and strategies with clients to provide innovative ideas and solutions that are executed on time and within budget
- ❖ Handling of the logistics involved with numerous programs involving merchandise to be kitted and shipped to multiple locations with specific arrival dates
- ❖ Knowledge of government regulated programs including alcohol and tobacco brands
- ❖ Production management from quoting to proofing and final delivery of projects
- ❖ Sourcing of custom products domestically and overseas both inside and outside of the industry
- ❖ Development of and maintaining relationships with suppliers both inside and outside of the industry
- ❖ Coordination of merchandise for many executive sales meetings for both domestic and overseas events including National Achievers, National Sales Managers and Employee Incentives
- ❖ Work with designers both in house, out of house and overseas to design and develop custom awards
- ❖ Development of merchandise to promote different brands, product launches and rebranding campaigns

### **Senior Account Executive/Marketing Director, Express Promotions**

2003-2008

*Milwaukee, WI*

- ❖ Marketing of fresh, new ideas to current client base and prospects
- ❖ Setup, managed and trained on existing and new online stores
- ❖ Inventory management and purchasing
- ❖ Sourced product for client requests, both existing product and overseas custom merchandise

- ❖ Responsible for vendor relations and negotiations
- ❖ Coordinated our own end user trade show for customers and prospects
- ❖ New business development
- ❖ Worked with national and international clients to help promote brand awareness
- ❖ Aided in developing and implementing new company policies and procedures

**National Account Manager, Wild Promotions**

2000-2003

*New Berlin, WI*

- ❖ Marketing of fresh, new ideas to current client base and prospects
- ❖ Built and maintained customer relationships and contacts within client base
- ❖ Coordinated merchandise promotions and catalog programs
- ❖ Prepared client quotes and program presentations
- ❖ Sourced product for client requests, both existing product and overseas custom merchandise

**Account Executive, Cyrk, Inc.**

1997-1999

*Chicago, IL*

- ❖ On site consultant to Kraft Foods for corporate, consumer and trade promotions
- ❖ Sourced and procured logoed merchandise for special events and meetings
- ❖ Managed safety testing projects between ACTS and Kraft Foods on consumer promotions
- ❖ Coordinated the execution of dealer loaders, consumer and trade promotions
- ❖ Worked directly with Consumer Promotions and Brand Managers on nationally and internationally distributed brand promotions

**Account Exec/Purchasing Coordinator, Group II Communications**

1988-1997

*Chicago, IL*

- ❖ Responsible for implementing and developing effective sales and merchandising programs
- ❖ Developed and maintained a balanced budget including monitoring all sample, travel and sales expenses
- ❖ Worked as part of the team involved with any RFQ's for new potential clients
- ❖ Responsible for forecasting, ordering and working with sales to liquidate merchandise
- ❖ Maintained 99% serviceability rate on all inventory programs distributed brand promotions
- ❖ Overall inventory management

EDUCATION

**Associate Degree Marketing Management- MATC**

LEADERSHIP

- On the Board of Directors and Planning Committee for Medical College of WI charity golf outing to benefit brain cancer research for the past 15 years.

REFERENCES

**Carrie Kramer**

**Senior Account Manager/Express Promotions**

262-349-4486 / ckramer0420@yahoo.com

**Michelle Shafer**

**Account Executive/Shumsky**

352-973-3125 / jnmshafer@sbcglobal.net

*More Available Upon Request*