

Michael Mele

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Sales Associate | Account Manager

Dynamic Growth Leader with History Forging Sales Success for Sporting Goods and Automotive Organizations.

Dynamic, personable, and results-driven Sales professional showcasing 9+ years of experience spanning Account Management, Retail Management, and Outside Sales with a proven track record driving revenue growth, customer retention, and operational efficiency. Envisions opportunities for organizational growth & triggers change while championing customer satisfaction, brand loyalty, and market expansion. Precise and concise communicator & listener, collaborator, and leader, spearheading diverse experts/teams toward accelerated progress, tangible results, and rapid business value.

SKILLS

- Customer Relationship Management
- Sales Management
- Account Management
- Product Knowledge
- E-commerce Management
- Upselling & Cross-selling
- Lead Generation
- Cross-functional Collaboration
- Financial Reporting

PROFESSIONAL EXPERIENCE

MADERN USA | APEX, NC | JULY 2021 – PRESENT

Sales Associate (January 2023 – Present)

Modern USA is a leading provider of cutting-edge solutions in the manufacturing sector. Sales Associates drive business growth by identifying opportunities and fostering strong relationships with clients to ensure their needs are met.

- **Sales Negotiation & Inquiries:** Manage sales inquiries and negotiate deals by comprehensively understanding clients' needs, presenting tailored solutions, and positioning the company's value proposition as a competitive edge in the market.
- **Account Management & Growth:** Manage a diverse book of accounts, cultivating strong relationships with clients through proactive communication, site visits, and prompt resolution of any issues to foster loyalty and long-term partnerships.
- **Consultations & Proposals:** Engage prospective clients with company's value proposition as part of broader solution offering, leveraging in-depth knowledge of production and delivery schedules to provide accurate estimates for project timelines.
- **Cross-functional Collaboration:** Work with teams to address concerns and ensure projects are executed in line with clients' specifications, maintaining constant communication to guarantee seamless production and delivery processes.
- **Product Expertise & Solution Matching:** Leverage familiarity with product offerings to convey how solutions align with clients' requirements, ensuring a high level of customer satisfaction and strengthening brand reputation.
- **Market Strategy & Brand Development:** Partner with marketing and other stakeholders to improve brand recognition, awareness, and market value, staying ahead of trends and providing actionable insights to senior management.
- **Expense Reporting & Accountability:** Maintain fiscal responsibility by preparing accurate and timely expense reports, ensuring all expenditures are in line with company policies.

Internal Sales Associate (July 2021 - January 2023)

Internal Sales Associate provided support for the sales team, ensuring smooth operations and effective communication with clients and cross-functional teams to maintain client satisfaction and drive business growth.

- **Sales Team Support:** Offered steadfast support to sales team, ensuring clients' needs were addressed promptly, and upholding company's reputation for exceptional service, and maintaining high levels of customer satisfaction.
- **Quote & Sales Order Preparation:** Diligently created quotes and prepared sales orders for orders obtained, leveraging the firm's production and delivery schedules to provide accurate estimates of delivery dates. Expedited order processing time.
- **Cross-functional Collaboration:** Worked closely with cross-functional teams to identify and resolve customer matters, including production, deliveries, and product issues. Improved issue resolution time, enhancing overall client experience.
- **Production Team Communication:** Liaised with the production team to ensure customer specifications and expectations were met on projects, vigilantly monitoring progress to guarantee tight deadlines were met. Reduced project delays.
- **Market Strategy & Brand Development:** Collaborated with marketing and other stakeholders to devise strategies for improving brand recognition, awareness, and value in the marketplace. Contributed to an increase in market share.

- **Database Management:** Accurately entered new customer data and updated sales data for current customers in the computer database, ensuring seamless tracking and analysis of client information. Enhanced data accuracy.
- **Market Trends & Feedback:** Stayed abreast of market trends and provided valuable feedback to senior management, contributing to strategic decision-making and supporting development of new initiatives.

LEITH AUDI OF CARY | CARY, NC | OCTOBER 2020 - JULY 2021

Sales Consultant

Leith Audi of Cary focuses on providing exceptional customer service and showcasing superior performance of Audi vehicles. Sales Consultants guide customers through buying process, ensuring satisfaction, and fostering long-term relationships.

- **Exceptional Customer Service:** Delivered a world-class customer experience representing the Audi brand; enhanced client loyalty, elevated brand reputation, and increased customer satisfaction rates.
- **Product Demonstrations:** Expertly demonstrated product features, advantages, and benefits, conveying Audi's value proposition, and ensuring comprehensive client understanding.
- **Lead Follow-up:** Proactively followed up on inbound internet and phone leads/tickets, maintaining high responsiveness and engagement; ultimately enhanced lead-to-sale conversion rate.
- **Customer Satisfaction Index (CSI):** Consistently maintained a CSI above the national average, exemplifying dedication to client satisfaction and service quality; achieved a notable increase in CSI.

ERIE CONSTRUCTION | DURHAM, NC | JUNE - OCTOBER 2020

Outside Sales Representative

Erie Construction specializes in providing high-quality, cost-effective home improvement solutions, with a focus on tailored customer experiences and energy-efficient products. Outside Sales Representatives contribute value by identifying homeowner needs through in-home consultations, effectively presenting products, and securing financing for successful project completion.

- **In-Home Sales Consultations:** Performed in-home sales consultations, providing tailored, expert advice and recommendations; resulted in a significant increase in sales revenue.
- **Roof & Attic Inspections:** Conducted comprehensive roof and attic inspections, identifying issues, and effectively communicating findings with homeowners; boosted inspection accuracy and client trust.
- **Product Demonstrations:** Performed captivating product demonstrations, enabling clients to make informed decisions and contributing to sales growth, contributing towards increase in product sales.
- **Financing Solutions:** Secured financing for homeowners, ensuring seamless project execution and client satisfaction; improved approval rates and enhanced overall customer experience.

TRICON SPORTS INC. | LEXINGTON, MA | JULY 2014 - JUNE 2020

Account Manager (March 2017 - June 2020)

Tricon Sports Inc. is dedicated to providing high-quality sporting goods and customized apparel solutions for a diverse range of clients, emphasizing customer satisfaction and superior product offerings. Account Managers manage client accounts, delivering exceptional service, and creating unique designs that drive repeat business and strengthen customer relationships.

- **Account Growth & Management:** Serviced and expanded existing accounts while increasing the total number of accounts; this proactive approach led to an impressive growth in overall account numbers and significantly boosted revenue.
- **Customer Retention:** Provided excellent service and employed sales techniques to capture repeat business, retaining a majority of returning customers, further boosting customer retention rates.
- **Account Follow-up:** Diligently followed up on current and dormant accounts, driving repeat business and revenue growth; this persistence resulted in a significant increase in reactivated accounts and enhanced client loyalty.
- **Online Team Stores:** Built and processed online team stores, incorporating fundraising aspects for groups, streamlining operations, and contributing to increase in group sales revenue and improved customer engagement.
- **Upselling & Cross-selling:** Skillfully upsold and cross-sold goods and services, increasing revenue and providing customers with a comprehensive range of solutions; this strategy boosted overall sales and maximized customer value.
- **Product Knowledge & Trends:** Maintained and expanded product knowledge and current trend awareness to overcome customer obstacles and objections, resulting an increase in sales conversions and empowered decision-making.
- **End-to-End Management:** Managed the entire sales cycle from initial contact to product delivery, ensuring budgets and deadlines were met, improving overall project efficiency and customer satisfaction and fostering trust.

- **Graphic Design:** Created new designs and logos as well as modified existing designs, working with clients to achieve their desired visual outcomes
- **Lead & Request Prioritization:** Prioritized incoming email and phone leads/tickets/requests, optimizing response times and client engagement, contributing to improvement in lead conversion rates and enhanced sales performance.

Retail Manager (February 2015 - May 2017)

Retail Managers oversee training, inventory, and ensure seamless store operations, maintaining customer satisfaction/ loyalty.

- **Staff Training & Coaching:** Trained and coached staff on selling techniques, resulting an improvement in sales performance; fostered a customer-centric sales environment that drove repeat business and increased customer retention.
- **High-Tier Customer Service:** Expertly handled high-tier customers and accounts, providing the highest level of service, leading to increase in customer satisfaction scores and solidifying long-term client relationships and loyalty.
- **Purchasing Management:** Oversaw purchasing processes, including entering large semi-annual booking orders and purchase orders, streamlining inventory management, and minimizing instances of stock unavailability.
- **Managerial Duties:** Performed various managerial tasks, such as task delegation and scheduling, enhancing team productivity and ensuring efficient store operations for a seamless and enjoyable customer experience.
- **E-commerce Management:** Managed e-commerce operations, including Amazon and eBay sales as well as direct sales, contributing to growth in online revenue and expanding the store's digital presence, reaching new customer segments.

Retail Sales (July 2014 - February 2015)

Retail Sales associates play a crucial role in delivering an exceptional shopping experience by providing top-notch customer service, staying up-to-date on product knowledge, and driving sales through upselling and cross-selling.

EDUCATION & PROFESSIONAL DEVELOPMENT

High School Diploma | Watertown High School, Watertown, MA | September 2006 - June 2010

IT SKILLS

Microsoft Office Suite (Word, Excel, Outlook, PowerPoint), Adobe Illustrator, Google Suite

LANGUAGES

English (Fluent) | **Italian** (Familiar) | **Spanish** (Recreational)

LICENSURE AND CERTIFICATION

Driver's License