

THOMAS ANTHONY VASQUEZ

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VACANCY IDENTIFICATION NUMBER: 098090-VM  
JOB TITLE AND GRADE: Veterans Service Representative

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U.S. Citizen: Yes  
Federal Employee: No  
Highest Grade Level and Dates: Not Applicable

**SUMMARY**

Dynamic sales and marketing manager experienced in building and retaining viable customer bases within varied industries. Talented leader with proficiency in meeting and exceeding quotas. Exceptional communicator with strong negotiation skills, outstanding problem-solving abilities and a sharp aptitude for client needs assessment. Maintain focus on territory growth and development leading to increased profitability. Energetically identifies opportunities, develops focus and provides tactical business solutions.

***Additional Qualifications***

- Oversaw the training and development of 22 district sales managers in three states.
- Managed aspects of a \$33M business to include establishing sales and distribution quotas and budgeting.
- Instrumental in a \$417,763 sales increase in 2004 exceeding the division's additions plan.
- Developed "Selecting the Perfect Match: How to Hire the Best Candidate Possible and Avoid Being Burned"
- Collaborated with distributors in California to build relationships and increase business – increased sales by 41%.
- Award, America's Best and Brightest Young Business and Professional Men and Women", Dollar & Sense Magazine, August/September, 1987.

**WORK EXPERIENCE**

**Division Sales Manager**

Jewels in Time  
2909 W. 3<sup>rd</sup> Street  
Pasadena, CA 91121  
USA

05/1998 – 01/2006  
Hours/week: 60-70  
Salary: \$100,000.00 / Year  
Supervisor: Linda Smith  
Telephone: (212) 202-0909  
OK to Contact: Yes

**SUPERVISION AND MANAGEMENT:** Oversaw the training and development of 22 district sales managers in three states focusing on generating profitable sales. Supervised and motivated more than 9,600 volunteer and independent sales representatives. Developed and implemented business plans and key objectives to achieve financial returns. Maintained accurate records of territories and of sales performance. Utilized computer systems to enter data, and generate pertinent information.

**SALES AND MARKETING STRATEGY:** Developed sales and marketing plans to support company objectives and directed the management team in the implementation of company programs. Managed all aspects of a \$33 million business to include establishing sales and distribution quotas, budgeting, creating incentives, conducting recognition events, modeling best practices, and recruiting talented employees. Instrumental in a \$417,763 sales increase in 2004 exceeding the division's additions plan.

VACANCY IDENTIFICATION NUMBER:

JOB TITLE AND GRADE:

**TRAINING AND EMPLOYEE MANAGEMENT:** Selected from 25 Division Sales Managers to serve on the regional council to represent Division Sales Managers. Prospect and recruit Leadership representatives to Avon. Train and coach new recruits in the various aspects of selling, customer service, and profitability.

**POLICY COMPLIANCE AND RESOURCE MANAGEMENT:** Managed district resources and executed strategic efforts ensuring products and services effectively reached consumers through direct selling channel. Carefully gathered Federal, state and company information to make decisions regarding policies, laws, and regulations. Interpreted and applied laws and procedures, and maintained knowledge of Standard Operating Procedures.

**COMMUNIATIONS:** Liaised between Sales representatives and Leadership representatives. Communicated both upward and downward while continuously motivating representative to service the customers. Worked within a team environment and served to provide information about a broad range of issues.

***Accomplishments:***

- Developed a program called, "Selecting the Perfect Match: How to Hire the Best Candidate Possible and Avoid Being Burned" resulting in improved turnover rate for the company.
- Smart Goal Performance, 2003
- Turned around a division in 1999 with more than 24 managers, and 10,000+ representatives by developing programs, business relationships, and morale. Created effective incentive and training programs. Increased sales from \$26M to \$32M between 2003 and 2006.

**Director of Sales & Marketing**

Golden Pacific Brewing Company  
2900 E. Valencia Lane  
Berkeley, CA 00020  
USA

09/1996 – 02/1998  
Hours/week: 60+  
Salary: \$65,000.00 / Year  
Supervisor: Not Available  
Telephone: Not Available  
OK to Contact: Business Sold

**SALES MANAGEMENT AND MARKETING ABILITIES:** Oversaw sales and marketing budget, forecasts, advertising, marketing and business plans as well as the supervision of sales managers, trainees, and administrative assistants. Created and executed facility sales and marketing strategies. Assigned sales territory, target groups and sales quotas. Prepared and submitted plans, budgets, progress reports and annual sales reports. Researched competitors' products and services.

**HUMAN RESOURCE MANAGEMENT:** Hired staff, trained, managed and coached sales managers in selling processes. Managed human resource functions to include interviewing, hiring, and training employees; planning, assigning, and directing work; appraising performance; rewarding; disciplining employees in conjunction with Human Resources; addressing complaints and resolving problems.

**SUPERVISION:** Built, trained, directed, and led internal team on sales processes and initiatives. Developed goals and objectives, projects and priorities and assigned them to Sales Managers. Created and conducted sales campaigns, and marketing and promotional plans.

**INTERPERSONAL AND COMMUNICATION SKILLS:** Initiated and maintained external network of peers and customers to share information and obtain prospects. Influenced the local community representing and positioning the company as an industry leader. Served as a key team member in ensuring optimal customer service.

***Accomplishments:***

- Interacted and collaborated with multiple distributors throughout California to build relationships and increase business – increased sales by 41%.

VACANCY IDENTIFICATION NUMBER:

JOB TITLE AND GRADE:

**Sales and Merchandising**

Brewing Co.  
2209 Dobson Court  
San Ramon, CA 94583  
USA

10/1994 – 09/1996  
Hours/week: 60+  
Salary: \$75,000.00 / Year  
Supervisor: Jane Dobson  
Telephone: (414) 222-2008  
OK to Contact: Yes

Supervised a staff of seven people and 30 distributors. Negotiated space and collected sales/inventory data within an assigned territory. Diligently managed sales department Profit and Loss reporting, cost analysis and various expenses. Maximized profitability through strategic analysis of product mark-up and customized product purchases. Showed products through visual presentations providing prices and availability information. Provided estimated cost savings plans and negotiated sales with potential and existing customers. Produced scheduled financial and profitability reports to monitor and maintain accurate business records.

**Accomplishments:**

- Participated in an environmental program called Volunteers for Outdoor Colorado by donating five cents for every case of Miller Lite sold in the state from August through October.
- Managed merchandising and sales plans with full budget responsibility for a two-state area representing 14% of company volume and \$20 million in revenue.
- Developed yearly sales plans, merchandising strategy, and resource allocation of \$1 million in local promotional funds and \$4.5 million in price promotions.
- Delivered 94.1% of 1995 volume plan and improved 1995 core premium brand trademark trends 1.1% vs. 1994.
- Developed and introduced three new regional brands and managed successful distributor and retail rollouts increasing net revenue by \$250,000.
- Developed 1995-1996 regional pricing strategy resulting in net revenue savings of \$108,000.
- Held several additional positions in Miller Brewing Co. between 1978 and 1994 to include:
  - Sales Operations/Marketing Manager
  - Regional Manager
  - Divisional Manager
  - Regional Sales Manager
  - Manager of Regional Administration, Field Sales
  - Merchandising Manager/Area Manager
  - Merchandiser

**MILITARY WORK EXPERIENCE**

United States Army, 01/15/1966 – 01/14/1968

**EDUCATION:**

College:	University of California, Malibu, CA
Major field(s) of study:	Administrative Science
Type and year of degree(s) received:	Bachelor of Science, 08/1977
GPA:	2.21, 126 credits
Courses:	Managerial Ethics; Ethnic Perspectives Seminar; Human Resources Mgmt; Managerial Psychology; Human Relations; Management & Personnel; Personnel Management; Principles of Management; Financial Resource Management; Business Finance; Information Systems; Dynamics of Administration; Administrative Survey; Management in Communications; Principles of Marketing; Contemporary Economic Problem;

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JOB TITLE AND GRADE:

College: Westingale College, Los Angeles, CA  
Major field(s) of study: Associate of Arts  
Type and year of degree(s) received: Liberal Arts, 1974  
GPA: 3.80

High School: Manual Arts High School, Los Angeles, CA  
Type and year of degree(s) received: Diploma, 1964

**OTHER QUALIFICATIONS:****Job-related training courses:**

Attended, East Los Angeles Junior College; Los Angeles Community College; West Los Angeles Junior College

05/1973 Small Business Management Seminar, Lawndale Chamber of Commerce  
08/1974 Effective Speaking, Dale Carnegie V. Associates, Inc.  
06/1973 Manager Preparation Course, Ralph's Grocery Co.  
02/1976 Entrepreneurial Seminar, Management Institute  
08/1980 Dimensional Sales Management Training Seminar, Miller Brewing C. Training Center  
03/1981 Consultative Business Planning Workshop, Miller Brewing Co. Training Center  
05/1982 Dimensional Training, DMT-II Advanced Managerial Strategies  
04/1987 Presentation Skills Workshop, Miller Brewing Co.

**Job-related skills (e.g., other languages, computer software/hardware, tools, machinery, typing speed, etc.):**

Microsoft Word, Excel, PowerPoint, Access, Outlook

**Job-related honors, awards, special accomplishments, and additional information:**

Award, America's Best and Brightest Young Business and Professional Men and Women", Dollar & Sense Magazine, August/September, 1987.  
National Defense Service Medal  
Vietnam Campaign Medal  
Vietnam Service Medal  
Combat Infantryman Badge  
Bronze Star  
Honorable Discharge, United States Army

**Professional Affiliations:**

Board Secretary, Center Point, San Rafael, CA  
Board Member, Mandela Food Cooperative, Oakland, CA  
American Legion of California

**Civic Affiliations/Memberships/Activities:**

Disabled American Veterans Association