# Michelle Messenger

114 S. Elm St., Apt. 28 Greenville, NC 27858

"Hard work always gets results."

## Sales Professional

Physicians • Hospitals • Doctors Offices

Enthusiastic, versatile, and assertive, I am a highly effective communicator with both staff and customers. As a perfectionist with excellent analytical skills, I am most effective in roles requiring decisiveness and success. Preferring to measure results in monetary terms, I am a dynamic strategist with an eye for marketing and profits.

## Capabilities Profile

12+ years of increasingly responsible work experience in sales and healthcare field has enabled me to help companies implement successful sales strategy and tactics, create a strong customer base, and increase market share. Experienced in collaboration with physicians and outside sales, I have a strong understanding of the pharmaceutical industry and can assist companies to create and maintain strong relationships with customers and increase sales.

Demonstrated proficiency in the following areas:

Training	Competitive Product Knowledge	New Product Positioning
Distribution	Client Relationship Management	Key Accounts/Sales Control
Customer Service	Goal Attainment/Revenue growth	Customer Needs Assessment
Sales Records/Reports	Territory Development/Management	New Accounts Development
Product Demonstration	Sales/Marketing Strategy and Tactics	Product/Market Trend Analysis

## Experience

### Greenville Convention Center, Greenville, NC

2003

2002

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## Marketing Project Specialist

Targeted market segments, developed sales leads and contacts increasing market share, analyzed competitive websites and presented SWOT analysis for the G.C.C. website.

## Walgreen Company, Greenville, NC

## Assistant Manager

Produced reports for store and for Walgreen Corporate, managed merchandise: ordering and acceptance (\$100,000); presentation (\$700,000), provided customer service, managed twenty employees/delegated tasks to meet store goals.

#### Huntsman Building Products (Branch of Huntsman LLC, USA), Yerevan, Armenia 1999-2001 Marketing & Sales Director

Created and managed the Department of Sales and Marketing, developed and implemented sales and marketing strategy and tactics, coordinated sales and negotiated sales prices, developed marketing materials in three languages.

- ★ Huntsman intended to expand its international market for production of plastic pipes. In order to confirm that Armenia was a good target market I was asked to conduct market research. Through my precise and effective communication, I identified key people in the industry discovered that there was an alliance between a local company and a strong partner from the United Arab Emirates who were just entering this market. As a result, Huntsman did not pursue this new market which saved them \$1.5 million.
- Burdened by high production costs, my employer needed to find a new supplier. I contacted a variety of suppliers in neighbouring countries and developed a new contact with a company in Ukraine. This enabled us to reduce manufacturing costs by 25%, gave our company a competitive edge which increased the market share by 7%.