

JACK JEFFERSON
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A highly successful salesperson with 11 years experience in developing and managing a geographically defined territory.

- Reduced unauthorized Internet usage rate from 19% to 2%.
- Met goals 100% and exceeded goals 96% of the time.

A motivated marketing professional with an excellent track record in planning promotional events and controlling illegal usage, saving time and money.

ACCOMPLISHMENTS

- Implemented a tracking system that set the benchmark for sales quotas and reduced unauthorized Internet usage by 67%.
- Created and conducted a sales training program for 32 sales representatives on product knowledge and field instruction.
- Implemented and trained all sales representatives in a multi-level sales program.
- Conducted ongoing supplier and product knowledge seminars for 98 sales associates.
- Created and implemented a plan for event marketing to introduce new products.
- Created a tracking system for all sales representatives.
- Created and ran a specific incentive plan for installers and technicians that increased sales by 200% and resulted in a gain of \$11,000 for nine weeks.

EXPERIENCE

Brex Communications, San Marcos, California 1999-Present

Sales/Event Coordinator (2005-Present)

Sales Lead (2002-2004)

Direct Sales Representative (1999-2004)

Created event marketing for the third largest Internet company in the United States. Responsible for sales, incentives and training programs for new products and changes.

EDUCATION

University of Los Angeles, Los Angeles, California

Bachelor of Science, Business and Marketing, 2005

Computer Skills: Proficient in Pagemaster, Lotus 123, Linux, Microsoft Office, PC and Macintosh.

AWARDS

Associate of the Month, February 2002

Peer Oriented Excellence in Leadership (POEL) Award, 2006

COMMUNITY SERVICE

Diabetes Prevention Foundation, "Walk For The Cure," 2005

American Red Cross, "Put Your Boss In A Sling," 2006

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Plymouth Plaza, Encinita, California, 2003-2006 Member of health committee, 2001-2007 Volunteer at Plymouth Plaza Parade.