

DANA LEAVY-DETRICK

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CAREER SUMMARY

Senior sales and operations expert with a record of success in implementing processes to improve efficiency. Strong experience managing relationships with consumers, employees, and store leadership teams. Leverages a deep understanding of sales and merchandising to create automation tools, evaluate and track key analytics, and develop programs connecting the goals of corporate leadership to the daily processes of local sales forces. Areas of expertise include:

Sales Management & Strategy | Operations Management | Client Relationship Development
Analytics & Metrics | CRM Tools | Regional Team Leadership | Vendor Management
Driving Efficiency | Developing & Implementing Processes | Sales Forecasting

PROFESSIONAL EXPERIENCE

Manager, Sales Strategy & Execution, *Aspyre Solutions, Inc.*

June 2013 – Present

Supports the design, development, and implementation of tools, processes, and deliverables aimed at improving overall effectiveness and performance of the sales organization.

- Provides executive level insights around sales strategy, forecasting, and best practices related to in-store activities.
- Assists in the centralization and development of tools and processes supporting field sales operations.
- Designs and streamlines overall workflows related to sales force initiatives and goals.
- Analyzes and reports on sales data, and assists with development, integration, and distribution of global reporting capacities.
- Works with internal stakeholders on key initiatives including project planning, milestones, expectations, change managements, and analysis of metrics.
- Manages internal CRM tool to ensure consistency for sales team operations.

Sales Operations Manager, *Aspyre Solutions, Inc.*

February 2012 – June 2013

Oversight of processes on a national scale, creating automation tools and performing data analysis to identify inefficiencies and areas for improvement in routing, sales, and business opportunities. Partner with Business Development Teams, Field Sales, Management and Regional Operations to align national and regional initiatives.

- Created and implemented sales tools providing consistent and effective reporting of weekly sales tracking.
- Worked with Live Company to develop and create sales conference presentation material for regional leadership team.
- Participated in National Vehicle Safety Committee, launching a best practices initiative to improve driving navigation.
- Responded to concerns, questions, and inquires of sales team, and processed feedback from sales staff to communicate trends to internal departments.
- Facilitated interdepartmental communication to successfully execute companywide marketing and community relations initiatives.
- Developed national promotional and recognition programs.

Sales Manager, *Aspyre Solutions, Inc.*

February 2011 – February 2012

Responsible for a territory generating \$8 million in annual sales, comprised of 36 major retailers including Home Depot, Lowes, and Wal-Mart. Managed a 6 person merchandising team, training and setting goals to meet their account needs. Maximized growth opportunities with existing customers through incremental sales.

- Analyzed sales trends to efficiently manage a team of 6 merchandisers.
- Effectively allocated the district's \$900,000 labor budget across 7 territories and determined optimal store routing.
- Increased efficiency through improving existing processes, and identified opportunities related to sales and labor.
- Worked with district and regional managers to ensure that merchandise was appropriately displayed and supplied.
- Maintained a knowledge base of proper fertilizer application, and reported information to merchandisers and store managers.

Sales Merchandiser and Counselor, *Aspyre Solutions, Inc.*

May 2006 – February 2011

Managed customer relations at multiple retail locations, accountable to ensuring effective placement and display of products. Communicated directly with consumers to share product knowledge and receive feedback. Gained valuable field knowledge of effective sales practices.

- Responsible for sales in a territory averaging 6 retailers.
- Successfully followed company standards for reporting results to management team.

EDUCATION

B.S. Business Management, St. Petersburg College

2006

A.A., St. Petersburg College (*cum laude*)

2004