

CORI MARSHALL-CASTILLO

An Experienced, Accomplished Sales Executive

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Pasadena, CA 91105
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PROFILE:

An experienced, driven and talented sales executive, with a wealth of experience in leading and directing global sales operations for major Fortune 500 companies. Adept in developing and cultivating large, worldwide sales operations which enable companies to reach their maximum potential in an ever-changing market environment. Proven in recruiting, training, and mentoring sales personnel to their maximum potential. Experienced in establishing new sales and marketing campaigns which meet with consistent success. Able to take on new or underperforming sales operations, enact new, innovative operational programs, and pilot sales units to their peak performance.

HIGHLIGHTS OF QUALIFICATIONS

- Has more than fifteen years of top, diversified experience.
- Strong background in sales, sales management, territory development, account management, sales presentation development, new product introduction, market analysis, forecasting, promotional work, and client relations.
- Hard working, driven, and dedicated, while highly-experienced in all aspects of sales and sales management, and is proven in consistently meeting all sales and productivity expectations.
- A long track record of achievement, and adept in developing and implementing new, innovative sales and marketing strategies which meet with success in a competitive market environment.
- Well-versed in establishing and cultivating successful, long-term client and industry relationships, and is committed to attaining the highest levels of client satisfaction, loyalty, and retention.
- Works well with all levels of personnel and vendors, and is experienced working within both domestic and international business environments.
- Thrives in a busy, fast-paced working environment.

PROFESSIONAL EXPERIENCE:

ZABIN GROUP, Los Angeles, California

Director of National Accounts (2014-Present)

Company designs, manufactures, and distributes apparel distribution products. Responsible for sales, marketing and promotional work, client account management, sales-lead generation, conducting market analysis, forecasting, price negotiation, contract and deal negotiation, and client relations.

Selected Accomplishments:

- Identifies market opportunities, and works with high-profile accounts.
- Establishes productive, professional relationships with key personnel in assigned client accounts.

Director of Sales/Director of National Accounts (2012-2014)

Directly responsible for managing firm's day to day sales operations, training and supervising sales personnel, salesperson recruitment, establishing sales goals, managing key client accounts, compiling and analyzing sales data, market research, establishing product prices, client relations, and handling a wide variety of special projects.

Selected Accomplishments:

- Managed a sales operation which has consistently exceeded all corporate expectations.
- Recruited, trained, supervised, and mentored sales personnel, with all personnel meeting their optimal potential.

Senior Account Executive (2004-2012)

Responsible for sales, marketing and promotional work, managing major client accounts, developing specialized sales presentations, sales-lead generation, new product introduction, conducting market research, forecasting, maintaining client and sales records, client relations, and other sales-related functions.

Selected Accomplishments:

- Was a top producer during tenure in position, meeting all sales objectives.
- Met with success across all product lines.

AMERICAN ZABIN INTERNATIONAL, Los Angeles, California

Product Development Manager (2002-2004)

Responsible for managing product development operations, staff training and supervision, staff training and supervision, policy and procedural development, developing product prototypes, and other related assignments. Department was responsible for the pricing and sampling of prototypes, working with worldwide manufacturing facilities.

Selected Accomplishments:

- Spearheaded the complete restructuring of department, and established new operational policies and procedures, resulting in a unit which consistently met all company-wide expectations.
- Was trained as a Super User, and played an integral role in the successful migration into SAP operating system, including software programming and setup.

Creative Director (1999-2011)

Responsible for managing firm's day to day creative operations, supervising creative team, managing graphic design functions, workflow coordination, establishing department goals, and other managerial functions.

Selected Accomplishments:

- Personally led the top team for apparel branding in the U.S.
- Established department from its inception.

EDUCATION

FRAMINGHAM STATE UNIVERSITY, Framingham, Massachusetts

Majored in Fashion Design and Merchandising.

NICHOLS COLLEGE, Dudley, Massachusetts

Majored in marketing.

DEAN JUNIOR COLLEGE, Franklin, Massachusetts

Majored in Fashion Merchandising.

References available upon request