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De Shawn Goode

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Professional Summary:

- Accomplished National Director and Sales Supervisor with more than 25 years of successful experience.
- Extensive knowledge in sales, finance, real estate, management, marketing, and event planning.
- Historical success working with and rebuilding challenging and non-performing teams.
- Improved business relationships by facilitating corporate training that resulted in 15% more sales per month.
- Developed strategic partnerships by consistently communicating with managers, merchandisers, and customers.
- Credited with reducing customer service issues through ongoing training of direct reports.
- Maintained order accuracy by successfully forecasting, auditing, and analyzing past sales trends.
- Achieved organizational profit goals by focusing on high revenue packages, evolving brands, and current trends.
- Continuously provided excellent service by creating a cohesive environment for direct and indirect customers. The relationships enabled more real-estate of product displays, and incremental displays throughout the customers' business.

Professional Experience

Delicious Talks, LLC., Duluth, GA

6/2017- Current

Sales Director (Multi-site: GA, FL, AL)

Environment: Delicious Talks, LLC is a catering and events company located in Duluth, GA that has been in business since 2006. Delicious Talks provides corporate and private catering services for clients throughout the southeastern United States.

- Responsible for managing and developing sales in a territory that included multiple states.
- Communicate effectively across diverse cultures,
- Work hand in hand with principal level stake holders to create strategies for market penetration and development.
- Present catering and event service packages to prospective clients.
- Made over 50 plus cold and warm lead calls a day.
- Responsible for attaining monthly sales goals.
- Ensure company operating procedures were in compliance with safety codes, OSHA and the health department.
- First point of contact for incoming leads.
- Discuss presentation options and design of food displays with future customers.
- Assist with set-up, serving and breakdown of catering display.

COCA-COLA United, Atlanta, GA.

2007 – 2017

Sales Supervisor

Environment: Coca Cola United was founded in 1902 and headquartered in Birmingham, AL, and is the fourth largest bottler of Coca-Cola products in the United States. There are over 10,000 associates located across the

southeast engaged in the production of marketing, sales and distribution of some of the world's most refreshing

beverages.

- Face-to-face selling of promotional items, new brands and equipment for large territory accounts
- Successfully increased market share by expanding on more brands, exceeding dead net NSI of over 4 million, and GP over 1.5million in sales.
- Managed merchandising team to help identify areas for development within each account to help grow profits for the customers
- Incorporated (SMO) sales merchandising optimization to reduce unproductive inventory to reduce loss. Emphasis on (POG) plan-o-grams for order accuracy
- Evaluated the buying behaviors and trends of each account in effort to strengthen the forecast of sales and increase dollar rings
- Maintained 0-3 cases of out of stock per outlet each day proving excellent customers and reducing loss sales per day
- Identified opportunities and prioritize account needs by selecting right brands and packaging
- Conditioned to act and think like an owner, with the focus being on company as well as customers' needs.
- Developed and maintained a good standing relationship with account decision makers, which enabled better real-estate displays
- Effectively collaborated with merchandisers on the execution of displays to support store promotions, and impulse buys
- Reduced out-of-stocks, breakage, and losses (D&L) by ensuring merchandisers maintain proper space to sales low or right inventory.
- Maintained a 2% averaged or below in breakage, damages and losses per month.
- Ensured each store had the right product mix with the emphasis on increasing store turnover margins.
- Executed on any agreed upon thematic or incremental real estate display, as well as support allocated plan-o-grams in each outlet.
- Successfully communicated and collaborated with sales distribution team to effectively meet immediate business needs, and create exceptional value for accounts.

Wells Fargo Mortgage, Atlanta, GA

Mortgage Consultant

- Environment: Wells Fargo & Company is a diversified, community based financial services company with trillions in assets. Wells Fargo's vision is to satisfy customers' financial needs and help them succeed financially.**
- Examined and evaluated client needs based on their overall objectives and goals in determining the best loan product.
 - Communicated mortgage loan commitment to clients by locking in interest rates, and communicating loan approvals and denials both orally and in writing.
 - Managed and built trust with bank cliental to help provide their clients with the right loan option.
 - Focused on the overall financial layout of the borrower future goals, to bring the client in line to purchase a home.
 - Prepared information received from borrowers to allow the underwriter to make an informed decision with an approval.
 - Created new angles and approaches to find more customers and strategic partners
 - Established and maintained relationships with builders and realtors to increase production performance

EDUCATION

University of Phoenix Double Bachelor Program Business & Communication
National Institute of Technology Associate in Business Administration

APPLICATION/ SOFTWARE SKILLS

Windows 2010, XP, Vista WordPerfect, Word, Excel, Outlook, Power Point, Microsoft Office, Tubule, CRM Software, Share Point, Dash off line, Game Plan, Sales Force Automations, Truck to truck report, Sales Hurdles, One Notes, Bases, Margin Minder, OPSET, WordPress, Sierra, MLS, Instagram, Facebook, twitter, Snapchat, Next-door, Pinterest