

Michael Richardson

International Sales Manager/ Marketing Director

Windsor, CO 80550

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(970) 451-6477

Work Experience

International Sales Manager/ Marketing Director

Foothills Creations LTD - Boulder, CO

2015 to 2018

B2B Accounts/ Sales Management, Independently manage and oversee 1500+ Retail and Wholesale Accounts

worldwide - Head of all business marketing and sales

- Accounts to include: Retailers/ Resellers in the Halloween, Costuming, Fashion, Cosmetic, Makeup/, FX Artists

Film Production, Broadway, Theater, and Theme Parks, Chain Retail, Big Box Retail, Party Chain Corporation

- Created/ Campained/ Submitted, sell sheets, materials, proposals to head buyers of chain retail worldwide

- Brought on 20% new accounts in first year, resulting in highest company sales than previous 9 years

- Director of all company social media accounts- Facebook, Twitter, Pintrest, Company Website, Blogs, etc.

Account Sales Executive for Commercial and Residential Accounts

Pioneer Sand Company - Broomfield, CO

2014 to 2015

- \$1.6 million in Commercial Sales during 14 month employment

- In Pioneer's Top 10 Producing Residential Sales Leaders nationwide for 11 months

- In Pioneer's Top 5 Producing Commercial Sales Leaders nationwide for 9 months

- Responsible for calculating landscaping materials within 3% variance based on customer-provided measurements

- Quickly created rapport with customers leading to exclusive service relationships for Pioneer

National Sales Manager/ Account Executive

Outpost Communications - Saint Petersburg, FL

2004 to 2013

- Maintained house accounts and provided exceptional customer service to existing clients

- Created business in previously non-producing territories by prospecting and cultivating leads resulting in record

sales of over 1 million dollars

- Communicated effectively with customers, vendors and staff through email, phone and person to person

- Developed successful marketing campaigns through direct mail and email for over 100 clients in the automotive

industry producing over \$10 million dollars in annual sales

- Exceeded all sales goals and quotas
- Performed demographic data research for clients to define the customer's marketplace
- Coordinated and scheduled production and deployment of time critical marketing campaigns
- Worked closely with the Accounting Department on the collection of deposits and past due invoices
- Implemented new processes and policy through training and education

Education

High School Diploma

Skyline High School - Longmont, CO

August 1990 to August 1992

Marketing and Advertising

Front Range Community College - Boulder, CO

Skills

Excel (8 years), Microsoft Office (8 years), MS OFFICE (8 years), Outlook (8 years), PostalSoft (8 years), Word (8 years), Sales (10+ years), Marketing (10+ years), Management (10+ years), Microsoft Excel (10+ years), Communications (10+ years), Salesforce, Business Development (10+ years), Photoshop