

**Norma (Sabrina) Douglas**  
Colorado Springs, Colorado 80919  
(719) 291-5836  
[sabrina\\_n\\_douglas@hotmail.com](mailto:sabrina_n_douglas@hotmail.com)  
[kecmirta@gmail.com](mailto:kecmirta@gmail.com)

## **SUMMARY OF QUALIFICATIONS**

Successful years with experience in Outside Sales.  
Exceptional bilingual (English and Spanish) communication skills.  
Diversed experience in the development of new leads, customers and clients.  
Demonstrated history of building strong and positive professional rapport with clients, coworkers and superiors.  
Knowledgeable on most Microsoft software.  
Food and beverage distribution experience in support of hospitality and medical industries.  
Emphasis in marketing digital and print media.

## **STRENGTHS**

Resourceful / Excellent sense of priority / Exceptional interpersonal skills / Ability to resolve issues / Maintain team momentum / Exceptional problem-solving skills, / Build strong customer rapport / Emphasis in customer follow-up / Continued communication and interfacing / Strong ability to innovate / Develop creative marketing solutions to difficult targets / Thorough / Accurate / Self-directed / Cheerful / Positive

## **RELATED BUSINESS SKILLS**

Advertising; Analysis; Audits; Bidding; Budgeting; Closing; Communications; Consulting; Coordination; Customer Service; Demonstrating; Direct Selling; Distribution; Executive Contact; Follow-up; Management; Marketing; Operations; Organizing; Planning; Project tracking; Public Relations; Reporting; Supervising

## **PROFESSIONAL EXPERIENCE**

**KRDO News Radio** | Colorado Springs, CO –Radio Account Executive/Multi Media Consultant (September 2021 – March 2022)

- Position format changed

Responsibilities include, creating revenue with New Direct clients with Radio Marketing Strategies, sell station events, help create/ sell promotional opportunities and contribute daily to the overall brand and value of the radio station. Along with Radio also work New Digital Business under NPG Digital with many digital marketing solutions.

**Advantage Solutions (Unilever)** | Littleton, CO –Sales Representative (April 2016 – June 2020)

- Left position due to COVID-19 Pandemic

Responsible for servicing and selling to Unilever accounts for Walmart within assigned territory to ensure Unilever standards are met and volume is increased, while sustaining self-motivation, and a drive to succeed, pairing strong communication skills with the confidence to influence key decision makers at store level. Additionally, this position required that I possess excellent organizational skills with the ability to work independently.

- **Continually lead state in exceeding business quota**
- **Awarded Cash Bonus for exceeding business quota**

**Crossmark** | Colorado Springs, CO – Sales Representative (April 2015 – August 2015)

- Position was part-time, left to dedicate time to find full time employment

Assigned to Walmart and Target accounts on the Johnson & Johnson team, where I scheduled tasks on a weekly basis to meet execution objectives, execute store merchandising tasks, perform stores/tasks in efficient/cost effective manner, accurately report daily all completed tasks via SalesTrak and iPad. As a Sales Rep. I was required to communicate effectively with store personnel regarding tasks, sales activities, promotions, and client/sales plan objectives. Additionally, dedicated to providing excellent customer service and to develop a professional working relationship with store management, associates and other merchandising companies to effectively meet company, grow sales and client objectives.

**Sales Partnerships, Inc. (AMEX)** | Colorado Springs, CO - Small Business Consultant (November 2013 – June 2014)

- Contract did not get renewed with AMEX

Responsible for establishing strategic sales plans and proposals by providing excellent service while building sales territory. The position requires the ability to effectively deal with ambiguity and complexity. Held accountable for setting personal performance goals and contributing to the company's success. Drive profitability and protect and grow sales territory account base by closely working with business owners and managers to implement financial strategies that will help them grow their business. Additionally, responsible for exceeding sales goals and performance objectives through strong face to face cold call selling techniques.

- **Awarded Cash Bonus for exceeding business quota**

**Small Business Colorado Resource Guide** | Colorado Springs, CO - Sales Consultant (March 2013 – October 2013)

- Owner moved to the east coast and closed Colorado Springs territory.

Identify and promote new advertising markets. Recommend advertising services and products directly to local businesses, including print and online. Create prospect business leads on a daily and weekly basis. Develop solid client associations in the business community by assisting them in the establishment of successful advertising.

**ADT** | Colorado Springs, CO - Small Business Sales Representative (October 2012 – March 2013)

- Expectations changed

Identify prospects utilizing creative lead techniques and cold calls generating ten appointments daily. Personally contact fifty businesses in order to maintain a potential client pool. Sell products within assigned territory, maintaining assigned sales quota and following established guidelines, while adhering to current ADT policies, procedures, products, programs and services. Present sales presentations and proposals to prospects, identifying positive features and advantages of our products and services. Follow up with future customers and personally call clients on the day of installations. Maintain customer retention by affirming customer satisfaction after the completion of service.

- **Won cash awards and gift cards for exceeding quota**

**Encapture Media** | Tacoma, WA - Start-Up Consultant (August 2010 – June 2012)

- Sold business to a partner who lives in Tacoma; Did not want to relocate.

Provide emerging marketing insight for a company that offers HD media for weddings, corporate video, documentaries, and video portraits. Assist in the creation of a strategic plan that identified the most profitable and advantageous course, which attracted clients during their induction. Counsel the business in practices that effectively manage their operations and finances, ensuring their goals became reality.

- **Awarded numerous monthly cash bonuses for strategic goal orientations**

**Sinton Dairy Foods CO LLC** | Colorado Springs, CO - Sales Representative (March 2007 - May 2010)

- Laid off when company lost Wal-Mart and Sam's accounts

Responsible for the sale of dairy products to both chain and independent accounts (restaurants, casinos, hospitals) and developing new accounts; ensuring that all customers are serviced with exceptional care. Assist clients in formatting a service plan that would best fit their needs.

- **Awarded End of Year Bonuses for customer retention**
- **Awarded Cash Bonus for exceeding new business quota**
- **Awarded numerous on the spot gifts**

## **EDUCATION**

**Online Skills:** During COVID Pandemic took Italian courses and Art Appreciation online

**Clover Park**, Lakewood, WA – Certification (Restaurant Manager)

**Universidad de Cuyo**, Cuyo, Mendoza - Bachelor's Degree (Bachelor of Political Science / Social Studies)