

Sheri Yates

Fort Collins, CO

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Skilled in building, leading and closing initiatives while strategically positioning new products to increase revenue, improve profitability and enhance market growth. Combine solid analytical, planning and problem-solving qualifications with the ability to cultivate and retain business relationships resulting in referrals and repeat sales. Consultative approach – trained in Sandler sales method (5 years). True Hunter
Authorized to work in the US for any employer

WORK EXPERIENCE

Regional Sales Manager

Sunset Stone INC - Castle Rock, CO - 2015-09 - Present

Offering thin cast veneer and natural stone veneer to Architects, general contractors, masons, custom home builders, as well as through the distributor channel etc. Founded in 1970, Sunset Stone is the oldest manufacturer of cast stone in Colorado. Ensures sales growth through aggressive market awareness, obtaining the specification from the architect and expanding business on a daily basis through all of channels of sales. Responsible for multi-million dollar budget.

*increased commercial and multi-family segment by 34% while maintaining high profit margin commitments.

Advertising Sales Manager

F+W Media, Inc. - Fort Collins, CO - 2014-08 - 2015-09

A Content and eCommerce Company - F+W Media is a leading enthusiast-based provider of community focused content, commerce, and connectivity. Print advertising in Jewelry Artist, Jewelry Artist Soldering, Beadwork, Quick and Easy Beadwork, Jewelry Stringing, Stringing Bracelets, Step by Step Wire Jewelry and Easy Wire magazines as well as the Tucson Show Guide. Selling integrated advertising programs that include print, online, video and events. Also offer a robust Content Marketing platform that is fully customized.

Outside Sales/Regional Sales

General Shale/General Shale Brick - Fort Collins, CO - 2013-01 - 2014-08

Selling for the Nation's leading manufacturer of brick, masonry siding and outdoor hardscape products. Market to production and custom home builders, general contractors, architects, landscape architects and masons in Northern Colorado. I am certified in segmented retaining walls as well as pavers. Successful in the full bid process, customer education, bid presentation, project negotiation and award. Participant in Continuing Construction Education programs.

*ACHIEVEMENTS – Exceeded 2013 sales budget by 117% , accredited by NCMA (National Concrete Masonry Association) and by ICPI (Interlocking Concrete Pavement Institute) - Member of Brick Industry Association, Construction and Building Professionals group and Masonry Veneer Manufacturers Association

Senior Account Manager

NextMedia Outdoor - Fort Collins, CO - 2008-08 - 2013-01

Offering out-of-home advertising including digital billboards, traditional static billboards, bus shelters, benches and bus exterior panels throughout Northern Colorado – including Fort Collins, Greeley, Longmont, Loveland as well as Kansas, Nebraska and Wyoming.

*ACHIEVEMENTS – 137% to sales budget 2008, 163.4% reached in 2009, 184.2% to goal in 2010, 141% to goal in 2011 and Top Rep (top seller trip to Mexico)in the company 2012 with over 3 million in personal

revenue. Proud member of Colorado Marketing Association, American Advertising Federation, Transit Media Advertising Professionals and all local Chamber of Commerce.

EDUCATION

Marketing emphasis

Metropolitan State University of Denver