

# Mathew Taarabt

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## Overview of Qualifications

- ☑ Accomplished professional with 11+ years of experience in sales and marketing.
- ☑ Expert at initiating and implementing sales and marketing programs to boost sales.
- ☑ Experienced in utilizing process improvement tools to enhance operations efficiency.
- ☑ Effective in driving sales and marketing teams to develop new selling strategies.
- ☑ Adept at planning and evaluating sales and marketing data.
- ☑ Proficient in researching marketing trends to initiate appropriate advertising campaigns.

## MAJOR ACCOMPLISHMENTS

- ☑ Doubled revenue to \$2.3M, resulting in region's consistently representing up to 42% of distribution revenue.
- ☑ Boosted sales from \$450,000 to \$1.6 million.
- ☑ Exceeded plans for growth, achieving revenue of \$1.1 million within two years while maintaining high profitability levels.
- ☑ Developed strategy that returned products to profitability rate.

## PROFESSIONAL EXPERIENCE

### **ProSales Group, Inc., Roanoke, VA**

#### **Sales Manager • Dec 2010 – Feb 2016**

- Handled a territory of about a 140-mile radius to sell company's products to residential and commercial customers.
- Developed and implemented new sales and marketing strategies.
- Evaluated the marketing programs and initiated modifications when necessary.
- Took over a struggling territory and achieved significant profitability in 2 years by building relationships with industry executives and customers.
- Penetrated targeted accounts and radiated sales from within client base.
- Generated and developed new customer accounts to increase revenue; prospected and developed new business relationships via a geographic region.

### **Bernardino, LLC, Roanoke, VA**

#### **Sales Representative/Marketing Specialist • Mar 2004 – Dec 2010**

- Researched new markets; developed and implemented appropriate marketing programs resulting in profit margins increase.
- Completed audits and determined system improvements; implementing change.
- Used process improvement tools to enhance sales operations.
- Directed the marketing and sales activities, including resource deployment, customer interactions and strategic planning.
- Expanded customer base by mentoring sales representatives; built and maintained rapport with key customers and industry executives.
- Achieved marketing and sales objectives by contributing information and recommendations to strategic plans; implemented production and quality standards

## EDUCATION

University of Virginia, Charlottesville, VA

**Bachelor of Science in Marketing • 2003**

University of Virginia, Charlottesville, VA

**Associate of Science in Marketing and Advertising • 2002**