



SANDRA TORGERSON GOULD

Helping you achieve MORE!

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Account Director

Energetic, goal oriented, well-organized, self-starter always willing to smile.

Motivated and accomplished Sales & Marketing Executive, attentive to details with outstanding follow-through. Excels at delivering the best possible customer journey through genuine connection supported by excellent written, verbal, and interpersonal communication skills, able to present creatively for audiences of all sizes with various different mediums that generates excitement & inspire action. Creative in getting in front of corporate decision makers and convert. Excels under pressure with rapidly changing environment that never backs down from a challenge. Experienced in developing & managing strategic company objectives by utilizing a diverse set of sales & marketing tools that create exciting leads & sales growth. Creative entrepreneurial, naturally questioning the status quo while seeing opportunities that normally are overlooked.

Key Competencies

*Strategic Sales & Marketing *Lead Generator *Warm & Genuine *Innovative Event Coordinator *Skilled Multi-Tasker *Project Management *Creative Marketer *Program Development *Strategic Decision-Making *Accomplished Recruiter & Trainer *Team Collaboration *Revenue Optimization *Relationship Builder *Website Management *Negotiator *Quick Learner *Customer Service *Enthusiastic *Intellectual *Professional

Tech Skills

Computer literate performer with extensive software proficiency.

Covering a wide variety of applications using both Windows XP and Mac OS X operating systems, including, Word, Outlook, Google Docs, Adobe Creative Suite CS6 (Illustrator, Photoshop, InDesign, et al), Google Analytics, CRM, CMS & CX tools (SalesForce & Hubspot), Project Management Software (Bitrix 24), PowerPoint, Prezi, OneNote, Excel, Word Press, QuickBooks/Quicken and more, with an intuitive ability to learn more with minimal supervision.

Education

Stanford University, Technology Entrepreneurship Part 1 & 2, Stanford, CA, 2014.

Cornell University, Marketing Strategy Business Leaders Certification, Ithaca, CA

Connole - Morton Real Estate School, Sale Associate of Real Estate, Missoula, MT, 1998.

University of Denver, BA in Psychology, Denver, CO, 1992.

Text section

Work experience

2014 - current

Business Development/Account Director

Relevant Marketing of Bozeman

Curate a customized and cohesive Sales & Marketing Strategy Program (SMSF) for client's company objectives by listening and observing, then deploying a plan utilizing innovative & insightful marketing & sales techniques that hit or exceeded target goals.

- **Developed, managed, and coordinated** multi-channel strategies including:
 - compiling research, information & strategy into detailed budgets & creative brief
 - defining brand & identifying target market
 - website development & maintenance
 - promotional events
 - cultivate influencer advocacy
 - creating branded collateral (printed materials, logo creation, white papers)
 - email expansion/maintenance/creation
 - identified new market shares and deployed robust lead generation system that identifying standardized qualifying benchmarks that increased conversions ranging from 2-34+%.
 - blog/content creation
 - video conferencing/training/sales presentations
 - radio and TV advertising
 - and more!
- **Utilized innovative techniques** to garner influence through engagement that provided sales opportunities. **Engagement grew by over 7900% and sales by over 9900%.**
- **Highly creative sales development manager** utilizing an extensive toolbox of knowledge including: CRM technology, Google Analytics, financial statements, social marketing analytics, business practices, and competition to determine opportunities and develop programs to increase market share, deliver qualified leads, and develop NEW opportunities with a trackable budget & timeline with a focus on ROI.
- **Charismatic, friendly community leader quick to gain trust through genuine connection gained by a natural caring demeanor** supported by excellent written, verbal, and interpersonal communication skills, able to present creatively for audiences of all sizes with various different mediums that generates excitement & inspire action.
- **Accomplished project manager** able to multi-task many projects with composure & efficiency using innovative techniques and technology prioritizing long term objectives.
- **Empowering team player/leader/manager** proficient at maintaining productive relationships with customers, staff, partners, and management to effectively bring a job to completion and reach sales/marketing goals with an attention to increase productivity & maximize profitability by utilizing current technology or reorganization.
- Intellectual, quick learner, **ambitious to expand knowledge** and eager to learn.

EXAMPLE OF WORK FOR CLIENT:

Formulate and implement marketing & sales strategies to support sustainable growth for non-profit organization during critical initial launch to community.

- Research new revenue opportunities with corporate membership and introduced innovative approach to get in front of decision makers that produced exciting growth & impressive engagement. 92% contacted participated with revenue conversions.
- Articulate speaker and savvy strategist with experience leveraging in-depth understanding of communication with mixed audiences to influence stakeholders and translate ideas into results.
- Analyzed membership acquisitions and redesigned system to capture **Key Performance Indicators** to establish baseline. Outperformed previous years growth by 12%; industry standard is 3.2%.
- Composed on-boarding customer & employee program; increased retention by 12-154%.
- Acquired key corporate sponsorships, mobilized key partnerships, and fostered member involvement by discovering what motivates & inspires while creatively converting advocacy.
- Managed all marketing; website, social media, advertising, member & prospect email, quarterly newsletter, community outreach, events, fundraising, membership engagement, & more.
- Formulate & manage annual budget for multi departments; setting targets for revenue, profitability, volumes, and customer satisfaction.
- Serves as primary point of contact for customers; resolves outstanding issues, comply with customer requests and respond to client inquiries.

2014 - 2017

Strategic Business Development/Independent Consultant/Trainer

TYRA beauty - Fierce CEO

Selected by Tyra Banks to launch, grow, & develop her social selling beauty brand.

- Collaborated with 10 top leaders and staff to strategically co-develop, manage, & train over 8,000 consultants a cohesive national sales & lead generation system utilizing referral based techniques; personal team recruited 2,500+ consultants, developed leaders that grew monthly team sales by **70x in less than 2 years; 3.4+million annual sales.**
- Spearheaded a national social media marketing & sales training system that garnered thousands of engaged followers & customers by utilizing CX methodology.
- **Loyal advisor to Tyra Banks** privy to sensitive information and interracial in developing all aspects of business; product mix, market timing, sales strategy, team field training, market expansion, implementing team sales incentives, customer loyalty programs, & more.

AWARDS: Elite Advisor direct to Tyra Banks, Trailblazer Leader, TOP Team Trainer, TOP in Team & Personal Sales

2004 - 2014

Managing Operator/Owner

Ruby Slippers, LLC

Owner and managing operator of a successful retail shoe store in Historic Downtown Bozeman. Responsible for all aspect of business; sales, administrative, marketing, fiscal, human and customer relations.

- Deciphered market and consumer trends and related them to a local market with comprehensive sales and marketing plans with goals, **increased sales between 8-30%** annually.
- Oversight of all aspects of staff; hiring, training, performance evaluation, progressive discipline, mediation of staff disputes and grievance procedures in accordance with state and federal laws.
- Implemented well known customer-centric reputation that valued solving customers needs or desires vs selling; produced loyal following & customer satisfaction.
- Revamped business model to include clothing and pedicure station to increase sales during a down economy, **Client base grew by 36%, revenues by 12%** showing the ability to learn, adapt, and revise for success.

AWARDS: "Best of Bozeman", Downtown Business Beautification

References

Available Upon Request