

**Rebecca Warzyniak**  
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### **Professional Profile**

A results-oriented, high-achieving sales manager who offers solid leadership skills. An experienced creative thinker with excellent team building abilities. Able to effectively reach store/region sales goals and profitability through feedback, coaching, & training sales teams, in addition to closely working with other departments. Demonstrated ability to use consultative selling as a tool and work with the team to develop loyal clientele, ensuring profitability and achieved sales goals for the company.

### **Summary of Qualifications**

- Proven success in management in large and small companies, decreasing turnover by as much as 75%, and increasing sales by as much as 200%
- Demonstrated ability to establish new clients and cultivate existing clients, increasing sales as much as 200%, both on an individual & a store level
- Exceptional ability to train staff in consultative selling & creating a loyal clientele
- Able to create a cohesive team of "internal customers," both in the store & between stores
- Create partnership with other management within the store & company to ensure proper training, certification, & adherence to policies and procedures
- Excellent Visual Merchandiser, with ability to train & coach in Visual Merchandising standards
- Keen analytical skills, able to review reports daily & translate them into sales, increasing profitability by direct analysis & "reading between the lines" of the reports
- Utilizing strong communication skills, able to give feedback to sales team, working with them to achieve their goals and quotas, as demonstrated by team loyalty, and consistently achieved goals.
- Consistently meets & exceeds all measures and goals

### **Professional Experience**

Chamilia, Account Manager & Outside Sales, Southern California 2009-present

- Territory and sales planning and execution, opening 29 stores (from 0) in territory in less than 2 years
- Meet and exceed sales targets and plans
- Develop successful marketing campaigns for stores
- Create and maintain excellent relationships with stores and potential stores
- Work with national chains, local chains, & individual stores to develop sales portals
- Train staff & stores on selling, marketing, and merchandising elements, both

initially & on an on-going basis

- Cold call to create pipeline, work pipeline
- Work trade shows to develop more business

**Spinitar, Inc.**, La Mirada, CA, 2006 - 2009

Outside Sales Representative, Visual Products Group

- Top 3 performer on a National level, out of 50
- Managed Business Development Specialists and Service Reps on my team
- Created a loyal clientele, who gave referrals and testimonials
- Analyzed sales reports & worked closely with management to ensure profitability
- Developed new business strategies
- Developed solid relationships with businesses
- Created excellent relationships with "internal customers" in other departments

**Gregg Ruth & Co.**, Malibu, CA, 2004 - 2006

Customer Service Manager & Key Account Executive Fine Jewelry

- Managed, trained & coached sales team, resulting in a 50% increase in sales
- Developed & managed the company's largest national & international accounts
- Analyzed internal sales & profitability reports, worked with merchandise levels to ensure profitability
- Analyzed customers sales reports & generated sales plans to increase their profitability, thereby increased the company's profitability and sales
- Coordinated and managed the sale and launch of new lines into the largest, top-level accounts
- Key sales & management person for the most successful trade shows in company history
- Dramatically reduced turnover in department by 75%
- Problem solved with sales staff, customers, & other departments, as well as with outside vendors

**Executive Mentoring & Coaching, Inc.**, Beverly Hills, CA 90210, 2002-2004

Executive Vice President, specializing in Fine Jewelry customers

- Top sales manager: Closed major accounts by selling to C-level executives
- Developed and executed effective sales and marketing strategy to top level clients
- Launched new training initiatives for market
- Created sales team, plans, compensation, and bonus structures
- Hired, trained, and coordinated sales team
- Utilized consultative selling, prospecting & effective cold-calling techniques to bring in new clients

### **Jewels Connection**, Los Angeles, CA 2002

#### Director of Merchandising

- Most successful buyer in company history
- Responsible for the national selection of fine jewelry for two divisions of the company
- Reviewed sales and inventory reports, liquidated excess merchandise, and increased cash flow
- Coordinated with Marketing & Sales to plan national sales campaigns, promotions, and schedules
- Managed support staff, as well as coordinated between four different departments
- Worked with projections to plan initial buys and re-orders

### **MGM Jewelry Manufacturing**, Los Angeles, CA 2001

#### Account Executive

- Managed the largest and second-largest accounts, both multi-million dollar nation-wide accounts
- Coached and trained inside sales team in consultative selling skills and customer service
- Responsible for creation and delivery of proposals for the buyer/executive for each account based on reports, trends, and profitability
- Analyzed reports daily, responsible for merchandise needs, increase sales based on reports
- Developed excellent relationships with senior management & buyers for the accounts
- Effectively coordinate between 4 different departments, vendors, & clients

### **Tiffany & Co.**, Los Angeles, Orange County, and Maui, Hawaii 1997-2001

#### Assistant Sales Manager (Century City), Sales Professional (Maui, Costa Mesa, Beverly Hills)

- Achieved and consistently surpassed sales goals by 25% - 200%
- Consistently in the top three sales professionals in Maui & Costa Mesa
- Drove sales team to achieve and surpass sales goals for the store
- Coached sales team in consultative selling, improving skills & sales
- Coordinated with multiple departments to achieve seamless service
- Worked effectively with Tiffany Corporate Clients to meet their many needs
- Assisted Tiffany Corporate Division in bringing in new clients from the sales floor
- Achieved Level 2 Sales Professional status in record time before being promoted
- Provided excellent customer service and problem-solving

### **Education**

GIA – Certified Jewelry Professional classes, Diamonds & Jewelry  
Professional education: Team Management Leadership Program, Communication:  
Access to Power, Performance and Power, Consultative Sales training  
Augsburg College, Minneapolis, MN – B.S., Magna Cum Laude, 1993