

Andrew Vanderhaar

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Sales & Compliance Professional | E-Commerce & Data Management Expert

Dynamic sales and operations leader with a proven track record of driving multimillion-dollar revenue growth in B2B and B2C markets. Expertise in sales strategy, e-commerce optimization, compliance, and data management. Adept at leading teams, enhancing logistics efficiency, and leveraging digital marketing to maximize revenue.

Key Achievements

- ✓ Generated \$4M in annual sales and a record-breaking \$1M in a single month at Transamerican Wholesale.
 - ✓ Revitalized a dormant revenue stream, contributing an additional \$75K in monthly revenue.
 - ✓ Optimized logistics, reducing costs by 5% while increasing revenue by 15%.
 - ✓ Managed a high-performance retail store, achieving a 10% YoY growth rate.
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Professional Experience

Inside Sales & Data/Customer Compliance Manager

EGR USA | Dec 2023 – Present

- Drive revenue growth through inside sales, managing customer orders, inquiries, and account relationships.
- Oversee customer data compliance, ensuring adherence to contracts, industry regulations, and company policies.
- Analyze sales data to identify trends, optimize pricing strategies, and improve customer satisfaction.
- Collaborate with cross-functional teams to streamline order processing and resolve operational challenges.
- Responsible for the production and maintenance of company product data, ensuring accuracy and consistency across platforms.

Amazon Marketing Manager

Big 5 Electronics | Mar 2023 – Dec 2023

- Developed and implemented Amazon marketing strategies to increase sales and brand visibility.
- Optimized product listings, incorporating SEO best practices, high-converting content, and keyword research.
- Managed PPC advertising campaigns to improve ROAS (Return on Ad Spend) and maximize profitability.
- Analyzed performance metrics, conducted A/B testing, and adjusted strategies for continuous improvement.
- Responsible for listing content updates and image management to enhance product visibility and engagement.

Supervisor, E-Business & Data Management

DV8 Offroad | Feb 2020 – Aug 2022

- Managed e-commerce operations across multiple platforms, improving online sales and data integrity.
- Led the development of data-driven strategies to optimize website performance and customer engagement.
- Coordinated with internal teams to improve operational efficiency and streamline product data workflows.
- Created and optimized product listings, incorporating SEO-driven content and high-quality images.

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- Managed promotional campaigns, PPC ads, and marketplace strategies to maximize visibility and sales.

Sales Supervisor – B2C Retail

Outlaw Offroad | Apr 2019 – Feb 2020

- Led a high-performing retail sales team, coaching staff to achieve and exceed revenue targets.
- Developed sales strategies and promotional campaigns to drive foot traffic and conversion rates.
- Provided exceptional customer service, ensuring product knowledge and brand alignment.
- Managed inventory control, order fulfillment, and store merchandising for optimal sales performance.

Senior Manager, Operations & Customer Service

Transamerican Wholesale | Dec 2005 – Dec 2018

- Directed sales, logistics, and customer service teams, overseeing multimillion-dollar revenue growth.
- Managed e-business operations, international sales channels, and industry trade show participation.
- Developed and implemented cost-reduction strategies, increasing efficiency and profitability.
- Built strong relationships with vendors and clients, negotiating contracts to enhance supply chain operations.

Security Lead

House of Blues | Apr 2019 – Present

- Oversee venue security operations, ensuring a safe environment for patrons and staff.
- Enforce security protocols, manage access points, and conduct thorough bag and ID checks.
- Respond to incidents professionally, de-escalating conflicts and collaborating with local law enforcement.
- Train and supervise security personnel to uphold venue policies and maintain a secure atmosphere.

Skills & Expertise

Sales & Business Development: B2B & B2C Sales | Inside Sales | Phone Sales | New Business Growth

E-Commerce & Digital Marketing: Amazon Seller Central | eBay | Walmart | Shopify | P&L Management

Data & Compliance: CRM Systems | Customer Data Management | Regulatory Compliance | Process Optimization

Operations & Leadership: Logistics Strategy | Team Leadership | Cost Reduction | KPI Analysis

Security & Risk Management: Venue Security | Incident Response | Access Control | Customer Safety