**Professional Experience**

Bradley Paulus

E-COMMERCE BRAND, CATEGORY, & NATIONAL ACCOUNT MANAGER

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[**LinkedIn Profile**](http://www.linkedin.com/in/bradley-paulus)

Education
Southwestern Community College

Numerous credits completed in business and automotive classes

Eastlake High School

4 Year Graduate

Relevant Skills

& Credentials

-9 Years in Sales Mgmt w/AutoAnything

-5 Years as an Assistant Store Manager with Pep Boys

-Google AdWords

-Adobe Analytics

(Omniture/Ad Hoc Analysis)

-Oracle Endeca

-Strong SEO Knowledge

-Avaya Phone System

-Content Management System

-BoldChat

-Salesforce

-Proprietary Software Programs

-Tracksheet (MAP Enforcement)

Recognitions

AutoAnything Flux Capacitor

Multiple Coaches’ Awards during High School Sports

**Sales Support Officer**

*Zedercorp (Whiteline, SuperPro & Nolathane) May 2024 – Current*

* Onboard new customers and ensure smooth transitions.
* Manage and optimize the company’s MAP Program.
* Identify and pursue potential new customers.
* Oversee private brand customer orders and follow-ups.
* Communicate Australian marketing promotions to U.S. customers.
* Engage 10+ customers daily on brands and needs.

**Manager, Traditional Undercar Accounts**

*Magnaflow Exhaust May 2022 – October 2023*

* Managed 15+ accounts with a $25mil book of business
* Negotiate strategic purchases with customers that create overall growth
* Create & manage co-op, volume growth & stock adjustment programs
* Build relationships with current partners, and seek out new relationships
* Provide monthly, quarterly & yearly updates with forecasts
* Generate production forecasts based on projected sales & market trends
* 25-50% travel as needed to meet with existing and potential clients/customers

**Account/Category Manager**

*Aftermarket Performance Group August 2018 – April 2022*

* Manage over 250 brands across eight direct-to-consumer and wholesale websites within our organization
* Negotiate for strategic product discounts, payment terms, co-op & growth rebate programs with new and existing vendors
* Build out yearly Marketing strategies with business units and vendors to utilize available funds
* Conduct yearly category and product line reviews for potential gaps
* Oversee inventory strategy for 5 million dollars’ worth of products within 12 categories and 92 sub-categories
* Collaborate with Marketing, Purchasing, & Sales for inventory & promotions
* Negotiate for funding of promotions, trade shows, catalogs & more
* Travel as needed to meet with vendors for training & account discussions

**Merchandising Brand Manager**

*AutoAnything.com (Formerly an AutoZone Company) | September 2005 – April 2018*

* Execute business strategies and develop product assortments to deliver sales and margin objectives
* Manage top tier vendor relationships to update and maintain product assortment and attributes to include, but not limited to, product/brand imagery, cataloging/data, SEO optimization and overseeing creation of unique content
* Perform line reviews with vendors to include, but not limited to, sales review, yearly plan evaluation, negotiate better margins, review site content and develop marketing strategies
* Coordinate with marketing department on promotional campaigns within social media, emails, retargeting ads, pay per click and product listing advertisements
* Direct merchant analysts to ensure timely execution of pricing and promotional strategies in order to meet yearly financial budgets