

MARK D. SWEETSER

17479 Santa Rosa Mine Rd · Perris, CA 92570
(949) 228-4606 · marksweetser@me.com

PROFESSIONAL SUMMARY

Driven sales and marketing professional with over 20 years of experience in customer-facing roles, brand management, and B2B/B2C sales—now seeking a customer service sales position in the automotive industry. Known for building strong client relationships, increasing revenue, and expanding new market channels. Exceptional communication skills with a passion for vehicles, lifestyle branding, and aftermarket customization. Proven track record in high-performance sales environments with the ability to manage multiple accounts and exceed quotas.

CORE COMPETENCIES

Customer Relationship Management · Inside/Outside Sales · Automotive/Lifestyle Branding · B2B & B2C Account Development · Strategic Prospecting · Digital & Social Media Marketing · Trade Show & Event Sales · Quote Generation & Order Management · Cross-functional Team Leadership

PROFESSIONAL EXPERIENCE

Sales & Marketing Associate · *Nameplate, Inc.* – *Cerritos, CA* · 2023 – Present

- Managed customer accounts, generated quotes, and delivered excellent service in a high-demand printing environment.
- Built new business by prospecting within the overland and skateboard industries.
- Represented the company at trade shows, expanding the client base by 60%.
- Executed and maintained digital marketing campaigns across social platforms.

Owner / Brand Manager · *Sweets Doodles* – *Laguna Hills, CA* · 2019 – 2024

- Built a high-demand luxury pet brand with a national reputation for quality and service.
- Managed all customer communications and pre-booked litters up to a year in advance.
- Leveraged Instagram and Facebook for global customer engagement and brand growth.
- Assisted in the creation of pet-related products, helping win industry awards.
- 30K per litter x 4 litters per year = 120K per year

Marketing Director · *LAMO Footwear* – *Corona, CA* · 2017 – 2021

- Developed strategic marketing and branding plans in collaboration with sales leadership.
- Directed the rebranding of digital and print media, including Shopify e-commerce site.
- Led national trade shows, increasing sales channel exposure and customer engagement.
- Oversaw creative content, catalog production, and paid social media execution.

Sales Director – Lifestyle Channel · *Mizco International / Re-Fuel* – *Avenel, NJ* · 2015 – 2017

- Led sales expansion into action sports and outdoor channels, creating new revenue streams.
- Managed trade shows and dealer relationships across U.S. territories.
- Provided on-site customer service and technical product education.
- Hired and trained brand ambassadors and created social-driven sales initiatives.

Sales & Marketing Director · *Olloclip – Huntington Beach, CA* · 2013 – 2015

- Directed lifestyle channel sales to retailers including Urban Outfitters, B&H Photo, and Zumiez.
- Managed brand partnerships and live events (X Games, US Open of Surf, SXSW).
- Collaborated across teams for coordinated product marketing and retail support.
- Grew account base while increasing ROI from paid and organic campaigns.

VP of Sales & Marketing · *Switchboard Inc. – Santa Ana, CA* · 2009 – 2013

- Oversaw all aspects of sales and brand management for skate and action sports brands.
- Reintroduced Dogtown Skateboards to national accounts (Zumiez, Vans).
- Developed and implemented social media strategy and website redesign.
- Managed internal and external customer service and sales teams.

International Sales Manager · *Dwindle Distribution – El Segundo, CA* · 2004 – 2009

- Managed international accounts and grew key territories (Russia +142% YOY growth).
- Implemented dropship programs to streamline logistics and improve customer fulfillment.
- Coordinated with product and design teams for SMU development and market fit.

Sales Manager / Store Owner · *Various Locations – SoCal* · 1995 – 2004

- Managed front-line sales and customer service in the action sports and bike retail sectors.
- Owned and operated a specialty board shop with a strong repeat customer base.
- Focused on customer education, up-selling, and community events.

EDUCATION

Associate of Arts, Business Administration · Cuesta College – San Luis Obispo, CA

Additional Studies: State University of New York – Delhi College

Graduate · Smithtown West High School – Smithtown, NY

TECHNICAL SKILLS

Apple & PC Proficient · Microsoft Office Suite · Adobe Photoshop, Illustrator, Lightroom · Shopify CMS · Social Media Platforms · CRM Systems