

History:**Transamerican Auto Parts/TAP Wholesale
Wholesale/B2B Account Management**

2012 – 2022

Los Angeles, CA

- Specialized in Aftermarket/Off Road//Truck part sales/distribution
- Developed large client base/sales relationships in top-performing Western U.S. Region as well as in national/international arenas
- Created strategies to boost both company/client sales, with monthly sales averaging \$350K-\$500K (in a high-contact environment w/call volumes often averaging 125-150+ per day)
- Utilized long-developed hard and soft contact skills to create/develop new business, maintain existing contacts/sales, mitigate crises, etc.
- Planned/anticipated strategies to take advantage of industry trends, new product/vehicle introductions, special events, etc.
- Worked with contacts developed at manufacturers and in-house brands/channels to improve and expedite results

**Open Road Creative
Freelance Writer/Content Provider**

2009 – 2012

Los Angeles, CA

- Regular contributor to RV Magazine (national publication - Source Interlink Media), developing articles, researching content and working with editor in planning editorial calendar
- Authored press materials/articles/motivational directives/online content for corporate clients
- Consulted on publicity directives/materials, marketing and strategies for ad/social content
- Production Manager for DVD release "Retrievers In The Field" (Quick Dog Productions)

**Frank Groff Inc./Public Relations
Account Director**

1999 - 2009

Long Beach, CA

- Oversaw all aspects of public/media relations campaigns and activities
- Generated print, television and online press coverage for a diverse array of clients in all industries including automotive, luxury retail, cutting-edge healthcare, hospitality/travel, high-end chefs/restaurants, finance etc.
- Directed informational campaigns and planned long-range strategies to promote objectives
- Conceived, planned and executed media segments/events
- Served as principal agency/client contact
- Oversaw day-to-day client activities/facilitated impromptu developments
- Managed long-range campaigns to anticipate/accommodate long-lead media
- Researched and developed novel avenues for turning newsworthy ideas into positive publicity
- Wrote journalistically sound press releases, media kits, collateral marketing materials, etc.
- Pitched media in all formats/genres to secure coverage and promote objectives
- Created proposal materials to generate new clients and revenue

**Velomax Co. Incorporated
Marketing Writer/Product R&D and Production**

1998 - 1999

Long Beach, CA

- Co-wrote marketing/advertising and product service manuals
- Implemented new product research, design, testing, production
- Represented company at national trade shows

Education: Cal. State University Long Beach -- Bachelor's Degree: English – Creative Writing