

# Sean Crary

## Director of Sales | Marketing

Highly motivated Sr. Sales and Marketing Manager with over 18 years of experience and an extensive background in business development, manufacturing sales, and overall sales strategies. Passionate about leading teams to achievements and building long-lasting relations in the industry. I am seeking a new leadership-level position with an organization that will allow me to apply and enrich my experience.



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Orange County, CA



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## SKILLS

Negotiation Skills

Strategic Sales

Team Management

Strategic Planning

Leadership

Sales Presentations

Manufacturing Sales

Closing Techniques

Establishing Trust

Buyer-Seller Agreement

Decision Making

Customer Relationship Management

Post-Sale Relationship Management

International Sales

Digital Marketing

Effective Communication

Data Management

Budgeting Capital

Equipment Marketing

Strategy Client Relations

Customer Service

Team Development

Sales Reporting

Proficient in Microsoft Office

Customer-Focused



## ACHIEVEMENTS

### Social Media Strategy | E-Commerce Engagement

Implemented an innovative social media strategy that boosted engagement resulting in a 25% increase in click-through rates on the website, contributing to improved brand visibility, higher web traffic, and a stronger customer base, driving higher revenue and growth.

### Lead Generation | Data-Driven Marketing

Spearheaded a highly effective lead generation campaign that leveraged data-driven marketing techniques, resulting in a 35% increase in qualified leads, ultimately contributing to accelerated sales growth and new client acquisitions.

### Sales Growth | Effective Marketing

Demonstrated exceptional sales acumen by achieving a substantial 43% growth in sales during the 2019-2020 fiscal year through targeted marketing campaigns and effective collaboration with internal teams, contributing to the company's success and market share expansion.

### Product Launch | Multi-Channel Marketing

Successfully launched a new product line, employing a multi-channel marketing approach that combined online promotions, influencer collaborations, and offline events, leading to a 20% growth in overall product sales and heightened brand recognition within the industry.



## WORK EXPERIENCE

### National Sales Manager

ZEDER Corporation

03/2021 - Present

Ontario, CA

#### Responsibilities

- Cultivate and manage relationships with international and export customers, leveraging exceptional communication and negotiation skills to drive sales growth and expand market reach.
- Develop and implement strategic sales plans tailored to international markets, ensuring alignment with overall business objectives and revenue targets.
- Provide comprehensive technical sales support, assisting clients in selecting and optimizing solutions to meet their unique requirements and applications.
- Collaborate with cross-functional teams to ensure seamless coordination of export shipping, guaranteeing timely and cost-effective delivery of products.
- Demonstrate expertise in international documentation, navigating complex regulations and compliance requirements to facilitate smooth transactions and minimize delays.
- Conduct regular market analysis to identify emerging trends, opportunities, and potential threats, informing sales strategies and ensuring competitiveness in global markets.
- Communicate the importance of demographics and how the analysis of such data translated directly into the listening and viewing choices available in the local markets.
- Foster strong relationships with key industry partners, suppliers, and distributors, working collaboratively to expand market presence and enhance brand visibility within international markets.

## WORK EXPERIENCE

### **Sr. Sales | Marketing Manager** Radflo Suspension Technology

09/2019 - 03/2021

Fountain Valley, CA

#### *Responsibilities*

- Developed and implemented sales and marketing strategies to drive revenue growth and achieve sales targets, ensuring alignment with overall business objectives.
- Monitored and analyzed market trends, competitor activities, and customer preferences to identify opportunities and optimize marketing efforts.
- Managed and oversaw the creation and execution of promotional campaigns, including digital marketing, social media, email marketing, and traditional advertising channels.
- Collaborated with cross-functional teams, such as product development and customer service, to ensure a cohesive and effective approach to sales and marketing efforts.
- Generated and analyzed reports on item pricing, stock status, detailed sales history, backorder information, reorder data, and recommendation valuations.
- Managed and enhanced client relationships and provided sales forecasts and market performance reports through comparable sales analysis.

### **Sr. Sales Manager** Energy Suspension

08/2016 - 09/2019

San Clemente, CA

#### *Responsibilities*

- Educated target panelists on key metrics and analytical data, enhancing their understanding of market trends and dynamics to drive informed decision-making.
- Developed and executed a strategic business plan that expanded the company's customer base and ensured a strong market presence, contributing to sustained growth.
- Established a new Standard Operating Procedure (SOP) for warranty processes, streamlining claim resolution and enhancing the customer experience.
- Collaborated with the R&D department to refine the development process for both retail sales and private label products, ensuring a timely and cost-effective product launch

### **Regional Sales Manager** aFe Power

03/2015 - 07/2016

#### *Achievements/Tasks*

- Exceeded new incremental business targets by implementing effective sales strategies and actively pursuing growth opportunities within the region.
- Expanded customer base by conducting onsite education and awareness training, showcasing the value of products and services to potential clients.
- Assessed and refined clients' marketing strategies, optimizing their performance across major search engines and maximizing their return on investment.

## PREVIOUS WROK EXPERIENCE

Business Operations Manager - VF Engineering LLC  
(07/2014 - 03/2015)

Sales Manager - Transamerican Wholesale Export/TAP  
World Wide LLC (07/2010 - 07/2014)

Inside Sales Manager - EchoMaster LLC.  
(01/2007 - 12/2007)

Inside Sales/ Marketing Doug Thorley / Jardine  
Products/ Jackson Racing (04/2005 - 01/2007)

## EDUCATION

**Associate's Degree in Business  
Management and Marketing**  
Santiago Canyon College

1998 - 2003

**College Graduate**  
Villa Park High School

1994 - 1997

Villa Park, CA

Orange, CA