

RESUME

Victoria (Vickey) Johns

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“She has never failed to make an extra effort when and wherever needed!”
Brian Cymbaluk
Manager
Marketing and Member Services
Edmonton Chamber of Commerce

OBJECTIVE: a long term commitment with a company that values sales growth.

HIGHLIGHTS OF QUALIFICATIONS

- extensive experience in sales
- ability to seek out and develop new prospects
- proven ability to grow sales volumes in a variety of businesses
- a solid background in marketing, networking, and promotions
- winner of two national awards for Creative Client Programs
- experienced at developing and working with teams
- own a large personal database of contacts and past clients

PERSONAL STRENGTHS:

- an open-minded, positive attitude toward new ideas and concepts
- honest and reliable
- a self-starter with the willingness to work hard, listen, and learn
- versatile and street-smart in all aspects of operating a business. If needed, can support other employees in areas like purchasing, accounting/payroll, training, A/R & Collections, market analysis, budgeting, and sales planning
- working knowledge of Word, Excel, Quick Books Pro, Card Scan
- loves sales and selling

EMPLOYMENT HISTORY

Sept. 2002
to
Oct. 2003

Membership Sales Consultant (contract basis)

Edmonton Chamber of Commerce

Responsible for bringing new members into the Chamber. Duties included:

- finding, approaching, and signing up new members
- setting up and conducting business networking meetings (Opportunities South and Influential Women)
- helping prospective and current Chamber members to use the services and resources of the Chamber
- helping members to network, generate leads, and market their products
- e-mail promotion (Used e-mail marketing to double attendance at Opportunities South in only 3 months.)

1990 -
2000

Owner/Operator

Clean N' Fresh Cleaning Services & CBS/Clean & Fresh (1998) Inc.

Started business in 1990 with \$40 and 2 staff. In 10 years, grew the business to over 60 staff, with **sales of \$85,000/mo.** Duties included:

- locating and approaching new prospects
- closing sales
- doing estimates, quotes, and staff scheduling
- staff recruitment, hiring, and training
- supervisor training and management
- purchasing equipment, chemicals, and protective clothing
- payroll, A/P, and A/R collections (including collection of over \$100,000 in outstanding A/R acquired from the partner who joined in 1998)
- setup and maintenance of a business office
- market forecasting and market intelligence

1981 –
1989

Owner/Operator

Creative Concepts Specialty Advertising

Launched a specialty advertising company and operated it before selling to partners. Highlights:

- industry leader in equal opportunity employment
- developed and ran staff training and motivational programs
- did purchasing and supplier negotiations
- located and developed new prospects

Salesperson

Specialty Advertising & Hospitality Industries

- **increased sales volume by over 60% in two companies**
- designed and implemented specialty advertising and safety award programs, including programs for Century 21 Real Estate, Budget Rent-a-Car, and Syncrude
- **won 2 national awards from the Advertising Specialty Industry for creative client programs**
- hired competitive staff and implemented sales training programs
- developed client retention programs
- did sales forecasting, budgeting, and sales quota development
- did purchasing and supplier negotiations

PROFESSIONAL MEMBERSHIPS

Edmonton Chamber of Commerce
Better Business Bureau
Advertising Specialty Association
(Canada & USA)
Connecting Women

SECURITY CLEARANCE

Feel free to request

REFERENCES

Please see the attached

EDUCATION & TRAINING

CIBC Business Management Certification 1997

Advertising Specialty Association:

- *Leadership & Management* 1977
- *Creative Selling Techniques* 1977

Ongoing Education:

- mentors in various CEO positions
- tapes and books on motivation techniques and successful selling strategies