

# Catherine M. Sipowicz

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## INSIDE SALES MANAGER ~ OFFICE MANAGER

Professional Inside Sales Manager and Office Manager with more than 10 years of experience in all phases of the business cycle. Consistently exceed objectives and increase bottom-line profits for employers. A quick learner and an excellent communicator with an ability to perform well in a multitasking environment.

Extensive experience in the sales process from order entry through customer service. Thrive in manufacturing and production arenas; a detail-oriented individual, friendly and personable, and a self-starter with a willingness to work well as a member of a team.

Creative and skilled analyst with strong problem-solving skills offering outstanding systems expertise (conversions, upgrades, and training), and excellent computer and Internet skills.

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### **Areas of Expertise:**

- Office Management
  - Project Management
  - Customer Service
  - Customer Sales Profiles
  - Inventory Control
  - Credit and Collections
  - Problem Identification/Solutions
  - Sales Management Support
  - Commission Reporting
  - Inside Sales
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## Professional Experience

### **AMERICAN BOUQUET COMPANY, INC.—Edison, New Jersey (1990 to Present)**

#### **Inside Sales Account Manager (1998 to Present)**

Responsible for maintaining \$7 million of current business and coordinating all functions between the outside sales staff and the internal departments of the company.

- Directed and coordinated activities concerned with the sales organization, including screening and evaluating new customers, performing credit authorizations, verifying clients' sales histories, and compiling monthly sales comparisons.
- Appointed as inside Sales Account Manager to handle a major supermarket chain buying \$3 million of floral products, resulting in a 23% sales increase in the first year.
- Provided sales forecasts for holidays and special events, which greatly increased the efficiency and accuracy of production schedules and purchasing requirements.
- Designed an innovative program to evaluate effectiveness of new marketing campaigns. Hired and supervised a merchandiser to track the program on a weekly basis.
- Assisted the marketing department in designing individual color layouts for major customers, as well as writing advertising copy and product-pricing bulletins.
- Developed an automated monthly sales comparison analysis with the IT department, reducing the report-generation time from 8 hours to 1 hour.

#### **Office Manager (1993 to 1998)**

Manage a multitude of tasks contributing to the daily operations of American Bouquet Company. Responsible for hiring, training, motivation, and supervision of the telemarketing staff.

- Developed and implemented various systems for optimizing production resources and increasing efficiency. Designed Excel spreadsheets and standardized forms for use by all departments.
- Enhanced interdepartmental communications, resulting in reduced production and billing errors.

#### **Administrative Assistant (1990 to 1993)**

Coordinated communications between sales and production. Performed credit checks, made collections, and resolved price discrepancies. Responsible for inventory, price lists, and customer lists.

- Project Manager for developing, implementing, and maintaining an inventory-control system that utilized coding to correlate new orders with production scheduling.

## Education

**BA** in Political Science, **RUTGERS UNIVERSITY**, New Brunswick, New Jersey—1990