

CARMEN NYGREN

2 Fortuna Place PARKWOOD QLD 4214, Phone: 0432 565 070

PROFILE

To utilise my demonstrated experience, qualifications and qualities as a Sales Representative. My ideal position is in a new and challenging career as a fulltime sales representative. Throughout my career I have developed excellent communication skills and the ability to liaise with all levels of people. I take pride in ethical and professional conduct, and deliver my work with continuous dedication. I continually strive to demonstrate excellence, commitment, support and self-achievement.

DEMONSTRATED ABILITIES

Qualified:

- Sale Representative
- Area Sale Manager and Travelling Consultant

Training and Additional Skills:

- Clear and concise verbal and written communication skills
- Efficient interpersonal and negotiation skills
- Time management, ensuring targets are met or exceeded
- Exceptional organisational skills – ability to prioritise workloads
- Ability to work within specific budgets/expenditures
- Knowledge and policies on EEO (Equal Employment Opportunity)
- Accurate understanding of Occupational Health and Safety
- Continuous training throughout my career as a Sales Representative

PERSONAL QUALITIES

- Honest & reliable
- Punctual and Efficient
- Dedicated and result driven
- Able to work unsupervised
- Friendly and co-operative team player
- Self-motivated, enthusiastic and passionate for design and sales
- Exceptional eye and flair for detail
- Hard working and goal-focussed
- Well presented, clean, neat and tidy
- Can speak fluent Greek and little Swedish

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EMPLOYMENT HISTORY

Prisma LED

2013- Present

LED Wholesale Company. Had no prior knowledge of the LED industry, however quickly learned to adapt my existing skills to this electronics business.

Duties:

- Marketing
- Sales and customer relations with the trade
- Managing stock
- Staff motivation
- Solving solutions
- Have supplied film grade lighting for Pirates , Shallows, The Nest, Boar, Alien The Covenant, PR2, various TV productions and commercials
- Have assisted with some large projects with Dream World and Movie World
- Luxury super yachts
- Work well under high stress and meet dead lines
- Have successfully gotten products across the line and ahead of my competitors, due to my extensive background as a rep and strategic selling skills and product knowledge

Sales Executive– Inta Optical/Matrix

September 2012 – 2013

QLD, Northern NSW & Darwin

Duties:

- Servicing accounts
- Sell-through of stock
- Conducting fashion workshops
- Motivation training of staff
- Style nights involving consumers
- Merchandising/Windows
- Managing most optical groups

Sales Executive– Domani Eyewear

December 2009 – August 2012

QLD, SA & Darwin

June–July: WA, VIC & TAS

Duties:

- Sell-through of stock
- Staff training
- Managing a large area with optical groups
- Merchandising

Sales Rep – Bluroptix

January–November 2009

Area Sales Manager in QLD, Northern Rivers and Darwin

Duties:

- Training Staff - Training and motivation of staff in various selling aspects and skills

- Open new accounts - Develop and open new accounts and increase the volume of products in every practice.
- Marketing - I undertook :Cold Calling' and 'Fired Up' old accounts
- Stock control – Ensuring right amounts of stock

Sales Rep – OPTI Project

Engelhardt Eyewear

January 2005 – December 2008

Duties:

- Continuous demonstrating friendly, and professional service and support, to all new and exciting clients
- Devising marketing strategies to increase sales and overall results
- Develop and open new accounts and increase the volume of products in every practice
- Demonstrate the products to all clients and offer advice on styles, brands and sales value
- Meeting and achieving individual sales targets – Always deliver results

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- Marketing – I undertook :Cold Calling’ and ‘Fired Up’ old accounts
- National travel – Meeting with new clients to demonstrate products and create relationships
- Stock control – Ensuring right amounts of stock

Sales Rep – Dolce & Gabana Eye Wear

Healey Pty Ltd

August 2003 – January 2005

Sales Rep – Engelhardt Eyewear (Sydney)

January 2001 – 2005

Area Development Manager

Coral Colours

2000 – 2001

Duties:

- Providing ongoing professional levels of dedication and service to all pharmacies
- Managing South/East City and Southern Regional Areas
- Devising and implementing marketing and sales strategies to increase profits
- Develop client relationships and maintained service which built a recognised rapport
- Leadership – Training and motivation of staff in various selling aspects and skills
- Managing 9-10 clients per day – working comfortably
- Working within budgets and expenditures

Sales Rep –Yardley of London

Duties:

- Predominately working in relation with pharmacies in designated areas and territory
- Providing ongoing service, advice and support to all pharmacists and staff
- My territory went as far as the Melbourne Border, presenting the latest cycle merchandise
- Staff training – ensuring that staff were aware of the brand, in order to provide exceptional service
- Bookwork – keeping record cards up to date and transmitting orders

Area Sales Manager

Promoted from Travelling Consultant to Area Manager – Recognised through successful sales results

Elizabeth Arden

Duties:

- Managing and visiting various pharmacies, perfumeries and David Jones Stores in the Sydney areas
- Selling promotional and basic stock to buyers and organising promotions to increase sales. These include fashion parades and store activities
- Recruitment – Staff supervision, training, interviews and hiring
- Conducting meetings and maintaining paperwork and book-keeping

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- Managing a sales team – Setting standard and implementing strategic plans and business objectives
- Overseeing staff performance and offer training and advice where required
- Extensive promotional work - travelling from store to store
- Working in the Metropolitan and Country areas, conducting Kabine, facials, dias activity, microphone activity involving microphone make-overs
- Conducting workshops and organising all operations
- Assisting counter consultants with all general duties

Counter Manager/Cosmetic Consultant

Shiseido – Grace Bros City Store

Duties:

- Continuous customer service and liaising with customers and their needs
- Conducting facials in the beauty room including makeovers
- Extensive product knowledge – Ability to talk with client and increase sales
- Maintaining customer files – keeps all information up to date
- Stocktaking and ordering stock
- Promotional work – Organising promotions and events
- Microphone activity – Informing customers on sales, products and specials
- Cash handing

Customer Service Assistant

Vital Pharmacy

Duties:

- Attend to all customers enquiries and offer advice and support
- Ordering of stock within the store – ensuring correct level of stock for customers
- Managing of cosmetics section and extensive merchandising
- Cash handing

REFEREES

- Richard Vincent
0402 244 254
- Mark Reiken
Former Manager for Engelhardt Eyewear
0437 855 799
- Dr Vivien Edwards
President of EKKA, Brisbane
0417 009 107