

# Andrew P. Engle

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## Education

### **Saint Joseph's University – Philadelphia, PA**

- Bachelor of Science in Business Administration
- Major: Food Marketing

**May 2017**

Macquarie University - Sydney, Australia

**July 2015- Nov 2015**

## Professional Experience

### **Ornua Foods North America (Kerrygold)**

#### **Account Executive**

**June 2020-Present**

#### **Sales and Marketing Executive- Southern California/Southwest**

**Jan 2019-June 2020**

#### **Sales and Marketing Representative- Southern California/Southwest**

**June 2017-Jan 2019**

- Manage key account relationships across retailer chains, distributors, and broker networks in the West
- Design, plan, and execute trade marketing activities within budget parameters, thus maximizing business/sales opportunities for key accounts
- Create sales forecasts of business through understanding of customer demand
- Develop value-added solutions and approaches by leveraging category management insights
- Identify new business opportunities and arrange meetings with current and potential customers
- Attend trade shows and events as requested and perform subsequent follow up on customer/consumer enquiries
- Monitor inventory levels of Kerrygold products at retailer and distributor partners
- Led educational training seminars and product demonstrations for retailers, distributors, and brokers
- Successfully grew revenue from \$4.6m in 2018 to \$5.3m in 2019 by utilizing programs within a specific Southwest based customer
- Project lead on reallocating and utilizing a particular marketing spend in a more effective manner
- Successfully launched new items into retail and distributor partners by providing category management insights/utilizing unique customer marketing programs

### **Anchor Packaging, MD/DC/VA**

#### *Territory Sales Intern*

**May 2016 – August 2016**

- Successfully drove food packaging container sales in excess of \$100,000 within a 3-month period
- Achieved the most closed sales within the internship program
- Developed expertise with all products pertaining to the industry
- Executed demos at multiple distributors to promote awareness and ultimately increase sales
- Collaboratively worked with a broker to discuss progress, set goals, and effectively exceed expectations
- Created relationships with customers that generated sufficient new business

## **Skills**

- Microsoft office, Photoshop, Tableau, Nielsen, IRI, Salesforce
- Account Management, Strategic Planning, Organization, Team Management, Project Management, Staff Training