

Elicia A. Elfers

Covington, KY 41014 | 859.803.1026 | elicia.elfers@gmail.com | [linkedin.com/Elicia Elfers](https://www.linkedin.com/Elicia%20Elfers)

Client Manager with 5 years' experience managing and growing Consumer Packaged Goods manufacturer's sales within the Kroger Family of Companies. Adaptable, insightful, and personable with both clients and retailers. Eager to leverage experience managing brands and mentoring associates within a strong team.

Employment

Acosta Sales & Marketing Agency – Kroger Team

Senior Client Manager - Beverage Team

March 2022 - Present

- Led a team of Client Managers and managed the team's Revenue and Expense metrics
- Instrumental in developing five associates for promotion, through coaching, career goal establishment, and career path planning.
- Achieved proficiency in maintaining operational metrics related to time tracking and client management (Success Factors, Dovico, Sales Force)

Client Manager

August 2018 – March 2022

- Managed portfolio of Consumer-Packaged Goods brands that generate \$75 million sales per year with The Kroger Co.
- Used data analytics skills to identify, address and solve problems to generate sales opportunities for my clients and Kroger
- Leveraged technology and interpersonal skills to present new item opportunities to Kroger that align with consumer trends in the market
- Monitored inventory levels to identify potential issues and offer logistical solutions
- Developed and implemented marketing and promotional strategies that resulted in 20% sales growth within Kroger and an increase of 5-10% of Kroger's share of market
- Served as lead trainer on Kroger's policies and systems including promotional practices, item management systems and category review presentations.
- Selected to be a member of the Internal Employee Relations Board, 2019-2020

Sales Associate

May 2018 – August 2018

Sales Support Personnel

September 2017 - May 2018

Education

Morehead State University

August 2013 – May 2017

Bachelor of Arts in Government, with Minor in Gender Studies

- Attended Morehead on Commonwealth Scholarship. Student Association for Gender Equality (SAGE). Delta Zeta Sorority.