

EMILY DAHL

Frankfort, KY 40601
502-330-2639 - emily.dahl1@outlook.com

PROFESSIONAL SUMMARY

Sales professional with experience in data analysis and sales plan implementation in the national retail sector, as well as a background in client experience management. Proficient understanding of brand merchandising and intra-company marketing coordination.

SKILLS

- Customer Retention
- Sales Forecasting
- Data Analysis
- Microsoft Office
- Negotiation
- Revenue Generation
- Retail Execution
- Client Development
- Bilingual Proficiency in German
- Product Promotions

WORK HISTORY

- 02/2020 to Current **Sales Representative**
Kellogg's – Lexington, KY
- Sold and executed approximately 125% of allocated product in all 21 Walmart accounts.
 - Implemented market-wide sales strategies for area sales team.
 - Overachieved POS sales target in 2021 by 8% in supply-constrained environment.
 - Utilized business analytics using programs such as Excel, Tableau, and StayinFront when negotiating with market and store management.
 - Assisted Senior Business Analyst in Retail Execution by updating data reports dispersed to region weekly.
- 08/2015 to 01/2018 **Human Resources Associate**
Montplast of North America – Frankfort, KY
- Coordinated with German counterparts regarding apprenticeship program.
 - Participated in interviewing potential employees.
 - Managed inventory and negotiated pricing with suppliers.
 - Converted files in purchasing department from paper to electronic format.

EDUCATION

- 12/2019 **Bachelor of Arts: Business And Organizational Communications**
Univeristy of Kentucky - Lexington, KY
- Relevant Coursework Completed: Introduction to Business, Business Management, Communication Strategies for Professional Excellence, Introduction to Organizational Communications, Understanding Workplace Communication, Marketing Management, Negotiation and Conflict Management

CERTIFICATIONS

- Kellogg's Financial Acumen
- Kellogg's Revenue Growth Management