

## **Jason Taylor**

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### **OBJECTIVE**

Professional account/marketing manager seeking a career in account management or as a regional manager. More than 15 years of experience growing consumer products through selling and marketing activities at store and headquarter levels. Competent in planning, organizing, and creating strategic plans with distributors.

### **EXPERIENCE**

#### ***Regional Sales Manager, Detroit Forming Inc: 2019-2020***

Manage a portfolio of key accounts covering a six-state region for a plastic container manufacturer.

- Grew half-year sales by 15% compared to 2018.
- Landed three mid-level distributors to Detroit Forming Inc. portfolio.
- Traveled to customer HQ and production facilities, calling on all levels of management within a wide customer base.
- Developed relationships and a strong understanding of customer's needs while enhancing distributors needs and goals.

#### ***Marketing Analyst, Core-Mark International Inc: 2012-2019***

Constructed comprehensive marketing plans, through a process called Focused Marketing Initiative, for U.S and Canadian convenience store customers by providing detailed data analytics and marketing recommendations.

- Developed over 4,200 specialized marketing plans for independent and chain convenience store accounts including HMS Host, Shell and Loon Express.
- Helped Core-Mark grow its net sales by 20%, in our *Focused Marketing Initiative* accounts, compared to customers not participating in Core-Mark's specialized marketing plans.
- Improved Core-Mark's independent customers' incremental profits by an average of \$35K yearly.
- Created marketing verbiage to support Core-Mark's diversified vendor programs.
- Partnered with Nielsen Spectra to establish the top lifestyle profile types that shop in our customers' targeted trade area, including the shopping patterns of each lifestyle.
- Supported Core-Mark's Vendor Consolidation Initiative helping customers eliminate costs and save time.
- Evaluated linear footage versus profit contribution and allocated the space per commodity maximizing each account's profitability for Core-Mark's independent customer base.

#### ***Territory Manager, American Snuff Company LLC: 2005-2012***

Managed a territory covering five counties consisting of distributors/wholesalers, chain accounts and independent convenience stores for a smokeless tobacco company.

- Presented and sold 100% of company sales quotas on five new brands and 40+ promotions to three buyers of a major distributor each year resulting in increased sales volume.
- Supervised two part-time merchandisers through on-the-job training and submitting weekly reports documenting product distribution and amount of point-of-sale materials. As a result of my training, merchandiser's in my territory began selling promotions to stores, a practice not previously performed by merchandisers.
- Enhanced American Snuff's product awareness through consumer engagement activities from sampling events to one-on-one presentations targeting our competitor's consumers.
- Analyzed quarterly MSA sales volume data of my products with store owners and managers to reduce out of stock inventory leading to increased sales for that individual account and American Snuff.
- Recognized for achieving personal product sales growth objectives (top 10%) for 5 successive years.
- Maintained 93% product distribution in my 800 accounts where display spacing was minimal.

### **TECHNICAL SKILLS**

- Microsoft Word; Microsoft Excel; Microsoft PowerPoint and Lotus Notes

### **EDUCATION**

University of Texas at Arlington

*BBA Business Administration*

### **ACTIVITIES**

- Leader of a weekly men's church group
- Voluntary work at Arlington Homeless Shelter
- Coached youth basketball and softball teams