

Dale Nelson III

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OBJECTIVE

Goals driven and detail-oriented, young sales professional ambitiously looking to expand my knowledge of the Consumer Packaged Goods industry.

PROFESSIONAL SUMMARY

A natural team leader with 5+ years of Category Sales Management and Customer Service experience. Proven success of sales growth with an industry leading retailer, combined with the passion to succeed, learn and evolve has provided me with the opportunity advance quickly with my current employer.

SKILLS

Category Management

Data & Analytics

Microsoft Office

Team Leadership

Strategic Planning

Client Relationship Management

Project Leadership

Communication

Emotional Intelligence

EXPERIENCE

DAS Companies, Palmyra, PA

2015 - Present

Senior Data and Analytics Manager, July 2021– Present

Managed reporting and insights for the DAS Innovation Team, which was tasked with producing new brands while penetrating new channels. Designed and sustained sales reports and dashboards in Power BI. Drove the optimization of project management through automated reporting, creating a more efficient process from start to finish.

- Coordinated and drove insights to National Account Category Managers with data and visualizations
- Educated key partners and stakeholders on growth opportunities
- Lead forecasting strategy for CPG products across 20+ categories
- Identified cost saving opportunities for importing products

Category Sales Executive, National Accounts, April 2019 – July 2021

Managed 20+ categories and 800+ items for a growing retailer with over 500 locations, developing innovative strategies for growth using insights and analytics, internally and strategically with an industry leading customer, resulting in \$100 million in sales.

- Lead a team tasked with re-envisioning Love's Travel Center's in-store shopping experience with new merchandising displays, marketing signage and a new planning/sales strategy
 - Installed in 100+ locations across the US in 2021
 - Sales grew 40% YOY, leading to the approval of 250 more stores
- Served as Team Data Analyst while that position was vacant for 3 months
- Facilitate import and proprietary brand strategy with the customer and internal sourcing team

Category Promotions Manager, July 2017 – April 2019

Developed promotional strategy across 40+ categories and \$200+ million in business. Lead a team of 50+ field reps for monthly merchandising and planogram reset projects across a retailers 400+ locations.

- Partnered with major brands to introduce and promote their product(s) in the Travel Center industry
- Lead collaborative efforts internally with Accounting, Marketing, Purchasing and Sourcing
- On a team that was nominated for Love's Vendor of the year in 2018
- Increased promotional sales by 15% YOY while decreasing spend by 18%
- Position has since split into two full-time roles (Promotions Manager and Maintenance Manager)

Inside Sales Representative, December 2016 – July 2017

Lead a team of 3 Inside Customer Support that lead the communication between the customer and DAS.
Responsible for leading the retail sales team to successfully execute projects and program resets.

- Developed internal communication and planning strategies

Customer Service Support, May 2015 – December 2016

Managed internal (field service reps/management) and external (400+ retail locations) customer service inquiries. Lead communication between internal operations team and customer.

- Processed store orders for the 400+ retail locations through AS400
 - Orders included 1,000+ different products across 40+ categories
- Tracked and managed customer invoicing

Get the Picture Corporation, Hershey, PA

2009 - 2015

Supervisor, 2012 – 2015

Lead a team of 30+ sales associates in a major amusement park's retail environment.

Sales Associate & Photographer, 2009 – 2012

EDUCATION

Pennsylvania State University, State College, PA

B.A. Telecommunications

May 2015

TECHNICAL PROFICIENCY

Microsoft Office
Microsoft BI

PowerPoint
Excel

Cognos
Word

JDA
Manthan