

JOHNATHAN GORDON

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PROFESSIONAL EXPERIENCE

CAMPBELL SOUP COMPANY | Dallas, Tx | August 2019- Current |

• West Coast Division Sales Manager: Kroger – Dallas, Tx – May 2021- Current

- Managed the execution of brands under two commodities in Kroger across 10 divisions.
- Implemented goals and opportunities for each division including volume, distribution, and display opportunities which lead to incremental growth within each division while going against Covid-led supply issues.
 - 6% in Dollar Sales growth vs. a Year Ago (Covid 2020) with the Snack Factory brand.
- Identified market development opportunities to help grow share in both Kettle and Snack Factory.
- Sold in Snack Factory Pretzel Displays across two divisions with placements outside of the original store planogram which led to a 14% increase in Dollar Sales and a 6% increase in unit sales to help drive market share.
- Provided support and follow-through with our broker partner Acosta and maintained regular contact with Kroger deli and natural/organic sales coordinators throughout the western divisions to drive high feature/display conversion and market share growth.
- Worked daily with customer sales leads to establish best-in-class forecasts on pallets and shippers to drive incremental dollar sales growth and ensure the execution of key events and programming to meet and exceed our sales goals.
- Executed New product rollouts throughout the Western Divisions.

• Market Sales Manager – Dallas, Tx – August 2019- May 2021

- Scheduled effective weekly communication to manage the execution of mod compliance, planners, and display programs. Ensured all independent distributors are aligned on annual targets for sales, stale, service, and distribution targets.
- Grew the Campbell's snack brand and its subsidiary/partner brand's portfolio for 100+ stores across the Dallas- Fort Worth market.
- Executed distribution, merchandising, and promotion priorities against targeted goals and in line with specific customer expectations.
- Frequently shared market information with all independent distributors and independent business owners and assisted them with problems and opportunities to discuss business growth, opportunities, and challenges.
- Understood the consumer and customer variations across multiple classes of trade.
- Executed New product rollouts throughout my Market.

SERENDIPITY WINES – On / Off-Premise Sales Specialist | Dallas, Tx | July 2017- August 2019

- Cultivated relationships with key decision-makers in prime chain retail accounts & On-Premise resulting in sustainable and long-term connections with buyers.
- Provided a high level of customer service including presentations, merchandising, consumer tasting, staff training, and managing customer administrative task such as placing orders and tracking.
- Increased revenue by over 23% within the 1st year and have maintained growth each quarter with account growth of 14 % for On-Premise Accounts.

HEINEKEN USA – Off-Premise Sales Specialist | Dallas, Tx | September 2016 – June 2017

- Presented comprehensive value-added data to key decision-makers to position Heineken as an industry leader by gaining position display, increasing orders, and growing sales in 100+ accounts in

the Dallas – Forth Worth market.

- Leveraged product, market, and competitor knowledge to gain incremental display space, sell new products, and drive business which led to an increase in sales by 7%.
- Executed effective use of consultative selling to inform key decision-makers on current store and market conditions to devise mutually beneficial sales growth goals.

TEGNA INC. | DALLAS, TX | JUNE 2014 - SEPTEMBER 2016 |

- **ABC TELEVISION “WFAA”- National Sales Account Manager | Dallas, Tx | April 2015 - September 2016**

- Managed all incoming sales orders and revisions in the wide orbit/media line system.
- Exemplified excellent written and verbal communication skills by working with account executives, account managers, and assistants to ensure the proper delivery of commercial spots and make goods in 8 major national markets.
- Exhibited strong problem-solving skills while being a self-starter and proactive in providing sales research and managing administrative support to the National Sales Managers.

- **CBS RADIO - Event Coordinator Assistant | Dallas, Tx | June 2014- April 2015**

- Coordinated 20+ events for stations; executed event set-up & breakdown, managed on-site entertainment while facilitating crowd interactions with people per event on average of 50+.
- Developed audience activation ideas to promote the station's audience engagement at events for the stations.
- Aided in the development of social media strategies.

EDUCATION

North Carolina A&T University, Greensboro, North Carolina
Major: B.S.: Marketing
Division 1 Men’s Basketball Student-Athlete

May 2012