

Rachel B. Hettler

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CORE COMPETENCIES

Sales – Customer Service – Detailed Oriented – Customer Acquisition and Retention – Inventory Management – Results Focused – Continuous Learner

PROFESSIONAL EXPERIENCE

Essilor of America, Inc.

Account Executive for Delaware & Maryland

September 2017 - Present

- Top performer for district; 2020, 2021
- Coach and develop peers to exceed corporate goals
- Founded and led a “Sales Breakfast Club”, a forum for creative solutions and sales development
- Manage a \$4.5 million dollar territory; proven track record of exceeding revenue and unit based goals
- Develop and maintain sales into the Essilor Lab network; maintain existing sales and grow both units and ASP
- Consistently exceed sales quotas; track record of winning and maintaining new business
- Strategic planning to provide holistic growth and engagement with available programs (Essilor Experts, EL360, Next Gen Offer, Ultimate Offer etc.)
- Consistent track record of diligent reporting; meeting deadlines and completing tasks in the manner requested
- Proactive tendency to partner with Luxottica sales representatives to coordinate bringing on new business
- Maintain active development plan through regular meetings with Sr Director, HR, manager, and mentor
- Role and responsibility in addition to the Brand Sales Consultant role below

Brand Sales Consultant for Jamaica, Queens - Nassau and Suffolk County

- territory won President's Club for 2020 & 2021 due to the below whitespace win and growth plan I set in place
- largest whitespace win in the Northeast in end of 2019; multi-location practice that has grown consistently utilizing the procedures I put in place to today
 - Successfully lead large scale multi division coordination to achieve whitespace business win
- Achieved 99.1% growth to nationwide goals for 2018
- Placed 2nd overall in nationwide engagement competition in November 2017
- Showcase value over price strategy to develop trusted partnerships to grow overall business of the Essilor premium branded products
- Develop and maintain relationships with customers to meet their needs and partner in the growth of their business
- Develop existing account base and gain new accounts via territory prospecting
- Demonstrate an understanding of loyal accounts and new opportunities to develop a territory plan that drives growth of the premium branded products
- Develop and maintain strong working relationships with lab partners to ensure successful customer relations and achievement of sales objectives
- Maintain a detailed record of activity and organization while planning daily activities
- Anticipate customer needs/issues and addressing them proactively in addition to partnering with lab counterparts
- Conducting highly effective business and training presentations on the premium branded products
- Attended Vision Expo East in 2018 representing the launch of Transitions Style Colors and Transitions Style Mirrors
- Maintain a territory of 300-375 Eyecare Professionals (Optometrist, Ophthalmologists, and Opticians)
- Complete quarterly and yearly initiatives as applicable in addition to regularly scheduled activities

Various Art World Roles | New York, NY – Nantucket, MA – Greenwich, CT

April 2013 - August 2017

Christies, Inc. – Sotheby's Inc. – Auctionata, Inc. – Marlborough Gallery – Cavalier Galleries

- Executive Assistant duties; scheduling, database management, maintaining schedule
- Plan and organize large events
- Liaison to clients; maintained a high level of follow-up and decorum
- Acted as a cross-departmental resource for IT, client development, and specialist departments
- Identified opportunities with ease
- Maintained an extremely high-level of confidentiality and privacy
- A verifiable sales record of over \$600,000 (first role out of college)
- Executed client database updates and inventory management

EDUCATION

Rutgers University – New Brunswick, NJ

January 2013

Bachelor of Arts, Art History & Archaeology

Certificate in Cultural Heritage and Preservation Studies

INTERESTS

Travel – Cycling – Literature – Art – Hiking – Boating

