

Madeline McKay

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Education

Ohio University | College of Business | Athens, Ohio | Bachelor of Business Administration Cum Laude: Marketing, Minor: Communications, Ralph and Luci Schey Sales Centre Certificate | May 2018

Key Skills

Strategic Sales, Marketing, Forecasting, Buying, Vendor Relations, Negotiation Tactics, Trend & Industry Analysis, Inventory Management, Product Planning, Margin Analysis, Supply Chain, Logistics. Proficient in Excel, SAP, Airtable, Microsoft Teams

ACCOUNT EXECUTIVE | BASIC RESOURCES, OCT 2020 – PRESENT | NEW YORK, NY

- Manage up to 114 accounts like TJX, Burlington, Ross, Walmart, and Nordstrom with business totaling 45 million selling Reebok socks for men, women, and children socks
- Dedicate time weekly to grow account list through a variety of outreach. Led to new business and 3% of revenue growth 2019 – 2020
- Analyze over 500K units of account/liability data on a weekly, monthly, and yearly scale ensuring that goods are being distributed to yield the greatest profit and determining where we can generate new business
- Forecast company buying & sales revenue on a yearly basis and continue to track monthly to ensure we are reaching all internal goals
- Create cost and margin sheets to analyze and determine cost of individual accounts, new programs, and contracts to ensure we maximize our internal margin goals
- Built new programs with cross-functional teams by exploring best practices to grow account revenue with new products. Brought new products to market and presented to accounts biannually
- Implemented new systems to accelerate training and mentoring for new employees. Managed two direct reports and was responsible for daily tasks
- Work with national warehouses & international factories to reduce item costs by 10% each year
- Present monthly inventory buy proposals based on sales analysis, buyer feedback, & market trends that yield a potential average of 1.7 million dollars in sales per month

ASSOCIATE ACCOUNT EXECUTIVE | BASIC RESOURCES, OCT 2019 – PRESENT | NEW YORK, NY

- Grew account revenue by 15% from 2018 – 2019
- Conduct selling recaps based on buyer reports by channel, gender, and silhouette to assist aiding in a more accurate monthly stock buy and therefore increasing sales/revenue
- Create weekly status reports for customers to ensure accounts consistently receive timely updates on the status of all open orders

SALES ASSISTANT | BASIC RESOURCES, OCT 2018 – OCT 2019 | NEW YORK, NY

- Quickly adapted to working in the fashion industry while studying market data, participating in meetings with buyers, and managing inventory
- Implemented new protocols to increase efficiency between internal teams by cutting out unnecessary processes.
- Gave my manager an extra 10 hours a week by slowly taking projects off of her hand in addition to my own work
- Employ 100 – 110 different excel functions to create manageable and descriptive worksheets
- Foster open communication, positive, and supportive environment with internal team

SALES INTERN | ENTERPRISE RENT-A-CAR, MAY 2017 – AUG 2017 | ROCKVILLE, MD

- Increased revenue by successfully selling protection on vehicles and developing relationship with customers
- Operated offsite branch location in local body shop while simultaneously managing 15-20 rentals at a time
- Juggled customer reservations, preferences, and walk in car rentals while ensuring customer satisfaction
- Accelerated efficiency by ensuring 95% of customers were ready to rent before they entered the store

BUSINESS INTERN | NATIONAL INSTITUTES OF HEALTH, JUNE 2016 – AUG 2016 | BETHESDA, MD

- Independently implemented new study protocol system to streamline future doctoral research projects
- Received continued education on sales, business, and CRM protocol from professional experts on a weekly basis

SCHEY SALES CENTRE | OHIO UNIVERSITY, AUG 2016 – MAY 2018 | ATHENS, OH

- Participated in 18 credit hour, cross-disciplinary, competitive-entry sales coursework focusing on essential sales skills and critical thinking
- Attended weekly professional development workshops to gain insight on sales strategies and the industry