

KERI-ANNE LAWTON

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OBJECTIVE

To obtain a challenging position as Sales Representative in the publishing industry, utilizing my exemplary sales and organizational skills.

SUMMARY OF QUALIFICATIONS

- Excellent customer service skills including customer follow-up
- 4 years sales experience to retail, educational and corporate customers
- 2 years managerial experience
- Superior understanding of computers and software, including Microsoft Office and Lotus Notes
- Creative marketing ability
- Able to provide timely sales or forecast reports
- Able to manage large tasks by recognizing high priorities and with an attention to detail
- In depth understanding of the publishing industry
- Pro-active, independent, organized and focused

PROFESSIONAL EXPERIENCE

2002–2003 John Wiley & Sons Canada, Limited

Toronto, ON

Account Manager, Prairie Territory

Maintain contact and build relationships with retail and wholesale customers. Responsible for representing a large array of books to a varied customer account base. Organize, manage and grow the account base while increasing book sales surpassing a budget target of \$1.5 million. Independently orchestrate sales calls and follow-up contact with accounts. Pursue special projects as needed by the Sales department.

2001–2002 CDG Books Canada

Toronto, ON

Sales Representative, Small Independent Retailers and all of Southern Ontario

Maintained a sales territory of over 1000 customers for yearly revenue of \$1.1 million. Repeatedly exceeded quarterly budgeted sales. Found new venues in special sales for front and backlist titles. Assisted accounts to create innovative marketing events and POP displays. Attended bookfairs and trade shows. Helped create and maintained brand recognition for such top selling lines as Frommer's and For Dummies.

2001–2002 CDG Books Canada

Toronto, ON

Inside Sales Representative, Small Retailers across Canada

Handled over 300 special sales accounts while covering the Prairie Territory while the Representative was on maternity leave. Traveled to all the trade bookfairs across Canada. Lowered returns from accounts by 10%

1999–2000 Chapters, Inc.

Woodbridge, ON

Merchandising Manager

Ensured displays met merchandising standards. Ordered top selling books and gift items. Implemented marketing programs. Trained and supervised staff. Followed opening and closing procedures. Maintained a high standard of customer service. Ran inventory reports. Corresponded with Head Office staff and suppliers.

1998–1999 Chapters, Inc. Westhills

Calgary, AB

Merchandising Manager/Community Resource Co-coordinator

Successfully organized an average of 17 in-store events each month including author signings, musical performances and educational workshops. Ensured a marketing plan was in place for each event and followed through. Designed print ads, monthly event calendars and signs on Quark Xpress. Maintained a high standard of customer service. Assisted in expanding our corporate clientele. Supervised staff and followed opening and closing procedure.

PROFESSIONAL MEMBERSHIPS

Canadian Professional Sales Association since March 2000.

The Book Publishers Professional Association since March 2000

COMMUNITY ACTIVITIES

Society for Creative Anachronism (www.sca.org)

A non-profit association dedication to re-enact the Middle Ages

- Member since 1995
- Past President of 1 branch and founder of another
- Organized a successful Tournament
- Produced a monthly newsletter for 2 years

The Avro Museum (www.avromuseum.ca)

A non-profit association that is building a 2/3 scale model of the Avro Arrow and has developed a museum dedicated to A.V. Roe Canada

- Marketing Manager for the museum opening in 1999.
- Helped renovate museum space
- Designed opening exhibits.
- Worked as editor, agent and marketing manager for the children's book, Made For Canada: The Story of the Avro Arrow, which was published by the museum as a fundraiser.
- Developed web site for book and online curriculum guide.

EDUCATION

1994-1997 University of Victoria

Victoria BC.

- Fourth year Bachelor of Arts Program, English and Medieval Studies

REFERENCES

Available upon request.