

Jeffrey Masingill

customer outreach - new business development.

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PROFILE

Life long learner with 9 years business-to-business sales and marketing experience. Proven effective at cultivating new clients, developing growth strategies, and furthering relationships.

EXPERIENCE

Beehive Beverages (Manhattan On-Premise - Windmill Distribution)

03/2013 - Present

- Working as a route Sales Representative for territory covering Soho, Nolita and the Lower East Side. Responsibilities include sales growth with existing accounts as well as opening relationships with non-buying restaurants and bars. Acting as the single point of contact for over 90 monthly buying accounts: placing orders, money collection, POS items, scheduling promotions, sales presentations and tastings. Beehive's product portfolio includes beer, wine, and spirits.

Connex International – Manhattan, NY Inside Sales/New Member Acquisition

07/2011 – 02/2013

- Worked within Business Intelligence Unit for divisions of Investments and Healthcare as a sales liaison. Cater to senior investment officers (from pension funds, foundations, endowments, and family offices) and C-suite executives of hospitals and health systems. Guide clients through a detailed needs-assessment process, identifying allocation plans and current initiatives. Organize twice yearly "Strategic Investments Forum" and "Healthcare Executive Sector Meetings," which are unique, invitation-only gatherings of around 100 senior-level executives. Through this experience, developed the ability to thrive in a high-pressure sales environment requiring clear and educated communication with advanced professionals regarding their industry in order to persuade their attendance.

C.H. Robinson World Wide (CHRW) – Secaucus, NJ Outside Sales/New Business Development – Boise, ID

04/2011 – 07/2011

09/2010 – 03/2011

- Responsible for new business acquisition for a fortune 500 hundred logistics broker. Gained experience through the full sales cycle beginning with identifying new leads, demonstrating our value proposition through cold calls, scheduling face to face meetings and closing new business. As a transportation company our customers were made up of produce shippers, manufacturers and distributors. My time in this position improved my capacity to cold call on a broader prospect base.

Idaho Package Company - Caldwell, ID Outside Sales/New Business Development

04/2007 - 08/2010

- Provided packaging and warehousing solutions. Responsible for broadening our outside sales effort to include manufacturers while advancing relationships with fresh produce shippers of Idaho and Eastern Oregon.

NNZ the Packaging Network - Boise, ID Outside Sales/New Business Development

09/2005 - 04/2007

- Responsible for expansion of NNZ's new business development in Idaho and Eastern Oregon. Established a centrally located warehouse resulting in reduced material and freight costs while increasing customer convenience. Results included a 260% increase in gross sales from 2005 to 2006. Focused primarily on the Idaho-Eastern Oregon Onion Association's 36 packer/shippers.

Carleson Wagonlit Travel - Boise, ID Inside Sales

10/2004 - 09/2005

- Fielded 1,688 phone calls booking travel for MBNA credit card rewards beneficiaries. Achieved \$17,687 in net margin for Carlson Travel and Leisure Services. In April and May I recorded \$16.41, and \$33.90 net margin per call exceeding the company standard of \$15 per call.

EDUCATION

The College of Idaho - Caldwell, ID - Bachelor of Arts in History - 2004

Deans list 2002

Awarded Captains Honors on College of Idaho Golf Team