

Ellison Clark

BRANCH MANAGER

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EXPERIENCE

Regional Sales Promotion Manager

NT International Group *Aug 2002 - Mar 2011*

- Sales development in Regional
- Creating promotional programs needed in each work area in the region
- Coordinate with Sales Manager to achieve sales targets
- Manage Area Sales & Promotion Manager in the Province (ASPM's working area is 1 Province), 1 ASPM supervises 4-5 people. Area Sales Promotion Supervisor (ASPS).
- Report: National Sales Promotion Manager

Operation Manager

NT International Group (Unilever Distributor) *Sep 2001 - Jul 2002*

- Manage 2 Supervisors, 12 Sales people, 1 Account Supervisor, 1 Admin staff
- Manage 25 products
- Achieve monthly sales targets (9 billion) and 72 billion per year
- Control and analyze bills in the store and the achievement of each sales through their respective supervisors.
- Report: General Manager

Area Sales Manager

Pepsi Cola Beverage *Oct 1998 - Jun 2000*

- Achieve monthly sales targets in Area (1.5 M) and 16 M per year
- Create and control an annual sales budget (800 million)
- Opening annual outlets (retail, restaurant, food court, school canteen, company canteen, etc. around 4,440 outlets with 100 outlet agents)
- Opening new sub-distributors annually (20 outlets)
- Outlet development and outlet performance evaluation
- In charge of 4 Supervisors, 16 sales people, 16 drivers
- Manage 6 products (Pepsi, Seven up, A&W, Miranda, Mountain Dew, and Tekita)
- Monitor and Control Account Receivable (AR) outlets
- Coordinate with the marketing team to create marketing programs
- Create and analyze promotional programs from competitors
- Creating promotional programs or events (such as: fun bikes, broadcasting, aerobic competition, football competition, volleyball competition, etc.)
- Make all reports (sales reports, marketing reports, warehousing reports, accounting reports, fleet and logistic reports) months
- Report: RSM (Regional Sales Manager)

Warehouse Manager

Pepsi Cola Beverage *Jul 1996 - Oct 1998*

- Organize and manage warehouse stock
- Creating a warehousing system and delivery system
- Create an incentive analysis system
- Create, control and analyze reporting form
- Achieve monthly and annual delivery targets
- Coordinate with factory departments regarding weekly and monthly delivery schedules
- Arrange delivery of goods to outlets via Fleet and Logistic Supervisor
- In charge of 1 Fleet and Logistic Supervisor, 3 Delivery Supervisors, 1 Chief Warehouse person, 1 Leader

Checker, 3 Forklift Driver, and 70 Deliveryman

- Make an agreement with a shipping company
- create reports (warehousing reports, accounting reports, sales reports, fleet and logistic reports and marketing reports)
- Report: Area Sales Manager

Key Account Supervisor (Jabodetabek)

Pepsi Cola Beverage *Jul 1995 - Jul 1996*

- Develop sales at special outlets (High Class Outlet) such as: Makro, Goro, Alfa, Ramayana, Hero, Gelael, Matahari)
- Create promotional programs for each outlet
- Make a monthly sales target plan for high class outlets
- Achieve monthly sales target (all products) (4,000 cartons with a value of 1.5 billion)
- Supervising and fostering 5 sales people
- Control and analyze daily, weekly and monthly income
- Controlling and analyzing sales and marketing programs
- To achieve the entire sales and marketing program
- Create sales incentives
- Report: Key Account Manager

Sales Supervisor (Jabodetabek)

Pepsi Cola Beverage *Jun 1995 - Oct 1995*

- Reached monthly sales target (30,000 crates worth 300 million)
- Opening new outlets (retail, canteen, agents)
- Control cash operations for 6 sales people
- Create sales incentives
- Fostering salesmen to achieve targets
- Make daily, weekly and monthly reports
- Report: Warehouse Manager

EDUCATION

Faculty of Veterinary

San Jose State University *1984 - 1992*

COURSES

Warehousing System Training

Pepsi Cola Beverage *May 1997*

Manager Development Program

Pepsi Cola Beverage *Aug 1996*

Supervisor Development II

Pepsi Cola Beverage *Apr 1996*

Supervisor Development I

Pepsi Cola Beverage *Jul 1995*