

Eddie Cassel

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2037 Lemoine Avenue #415 ■ Fort Lee, NJ 07024

Accomplished and service-oriented Account Manager with over 20 years of experience in key management roles accompanied by a proven track record building and leading dynamic teams. Analytical and organized; with ability to identify needs and implement effective solutions. Looking to apply knowledge and experience I have gained in different firms to propel a company in revenue growth by use of sales activities, launching new products and process improvements.

CAREER ENHANCEMENTS

- Business Development
- Revenue Generation
- Excellent Customer Service
- Staff Development/Training
- Quality Improvement
- Account Management
- Operations Management
- Contract Negotiations
- Client/Vendor Relationships
- Sales & Marketing
- Negotiation/Closing Skills
- P & L Management

CAREER OVERVIEW

Business Development Consultant: Independent Consultant – Fort Lee, NJ **2017- Present**

- Works with customers to further develop their business communities and provide new prospect introductions.
- Creates and executes the multi-year business development strategy and builds a high-performance team by hiring, developing and retaining strong talent; Provides support for the Enterprise business planning process and training by working closely with all units and all levels of management
- Implementing comprehensive reporting tools tracking opportunities from lead generation to revenue realization, account development, and retention; Segment and develop market strategies and customer acquisition efforts through existing and new networks of relationships and capabilities.

VP of Sales: Madison Title, Inc. – Lakewood, NJ **2014- 2017**

- Oversaw a national sales team of 10 professionals; devised strategies for all phases of the sales process from lead generation to closing; and ensured they were carried out to maximum effectiveness.
- Handled the budget for the department's expense accounts; maximized sales outcomes and consistently exceeded the annual goals for the company.
- Designed new plans and implementing them to work for the promotion of the brands of the clients.

VP of Sales: V50 Entertainment, Inc. – New York, NY **1997- 2014**

- Managed a national sales staff for premier boutique ticket and event company nationwide, which grossed over \$5M in annual sales; Implemented the overall marketing strategy for the company.
- Created a proprietary telemarketing strategy that resulted in a 700% increase in clients over a 36-month period.
- Created and designed training materials, conducted sales training sessions, participated in creating strategic plans for product protection roll out & implementation.
- Devised innovative sales methods to generate new business and increase customer loyalty via cold calling, social media, and exclusive events.

COMMUNAL ACTIVITIES

- **Daughters of Israel West Orange, NJ** – Volunteer/Committee Member
- Raising funds through sponsorships for the annual Fern Foreman Charity Golf Tournament
- **UJA Federation New York** – Phone Bank Donations Volunteer
- **FEMA/ Hurricane Sandy** – Volunteer

EARLY CAREER

- **Weekend Sports Reporter** – 1050 AM Radio New York – 1992 - 1997
- Covered the NY Knicks Yankees and Rangers

EDUCATION

- **Upsala College** – East Orange, NJ – B.A. in Business Administration
- **Bar-Ilan University** – Israel – General studies

References:

Will Be Furnished Upon Request