

## Carl A. Ellison

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### MANAGEMENT • OPERATIONS

#### *Company Start-Up / Project Management / Consulting / Sales & Marketing*

High-energy, goal-and results-oriented executive / manager with twenty five years of experience. Leadership style includes team training and development, mentoring and coaching, persistent and tenacious, with logical and analytical skills.

#### Areas of Experience

- Execution of corporate directives...Policy planning and implementation
- Budget management and implementation...Finances
- Loss prevention...Inventory management...Shipping and receiving
- Customer service and community relations
- Sale, marketing, merchandising, and product development
- Employee retention...Salary determination...Recruitment, interviewing and hiring of personnel...Scheduling and work flow...Staff motivation

### EXPERIENCE SUMMARY

#### **CORNERSTONE AMERICA**, Baltimore, MD

2008-2009

##### *Benefit Consultant*

- Outside sales consulting with small companies and individuals regarding health care and benefit packages for employers and employees.

#### **ELLISON ENTERPRISES, INC**, Greensboro NC, Baltimore, MD

2005-2008

##### *President-Freelance Design / Consulting for Home Furnishings Industry*

- Freelance consulting with high-end companies within the Home Furnishings Industry including design and set up of national showrooms. (Payne Street Imports / The Breece Collection, Dessau Home, Tony by Payne Street, Grover Nash Sales)
- Residential consulting and design

##### *Showroom Design Assistant for Bernhardt Furniture*

- Assisted with all aspects of setting up 100,000 square foot factory showroom including layout, set design and team management

#### **WINTERMOON**, High Point NC

2002-2005

##### *President-Direct Importer Bed and Bath Products*

- Served as Chief Operating Officer of company
- Developed and broadened product range to include complementary bed and bath products
- Established media advertising program and catalog for company in coordination with local agency
- Developed inventory control system
- Established national permanent and temporary showrooms
- Organized and managed national sales team
- Coordinated transfer of company operations and inventory from Dallas TX to High Point NC

**GREAT CITY TRADERS, High Point NC** 1995-2002

*Vice-President, Marketing and Merchandising (1999-2002)*

*East Coast Manager (1995-1999)*

- Designed and set-up of five national showrooms
- Introduced twenty-five new lamp designs over two years, including exclusive Biltmore and Hearst Castle designs
- Coordinated the layout and design of the advertising and product catalog
- Developed marketing and sales plans
- Liaison between independent sales force and company supervised three full time employees
- Established lamp division for the company
- Developed and setup warehouse and assembly operation
- Scheduled assembly of 100 different styles of lamps
- Introduced new product line of 40 designs in the first year
- Purchased lamp components, supplies, fixtures and equipment
- Managed \$1,000,000 inventory of lamps, china and crystal
- Established and maintained relationships with vendors
- Coordinated shipping, receiving and forecasting of imported merchandise

**MEG, INC, Greensboro NC** 1988-1997

***Owner / President-Commercial Cleaning Company***

- Founded corporation
- Secured Service Contracts with NationsBank (currently Bank of America)
- Managed seven part time employees
- Grew from four contracts to eight in two years

**THAT SPECIAL LOOK, INC, Greensboro NC** 1986-1988

***Owner / President-Retail Specialty Shop***

- Founded corporation
- Designed and up-fitted retail space in shopping center
- Purchased, displayed and sold home furnishings
- Managed six part time employees

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## **EDUCATION**

*Bachelor of Science Business Administration, Ashwood University*

*Associates Degree Business Administration, Davidson County Community College, Lexington, NC*