

November 5, 2010

Attention: HR

In the interest of exploring a position within your company, I have enclosed a resume for your review which will furnish you with information relative to my background. I am highly motivated to achieve and can communicate effectively at all levels. My experience in sales/marketing has allowed me to demonstrate discipline, energy and desire to work hard and excel - as well as leadership, resourcefulness and loyalty.

In addition to the attributes outlined on my resume, please note the following skills, strengths and areas of interest I possess:

- Effective in staff motivation and supervision; well-developed and diversified sales abilities.
- Enthusiastic and energetic working in a team-oriented setting and/or independently to meet deadlines.
- Possesses extensive experience in employee contact; establish instant rapport, resourceful and self-confidant.
- Perform duties in a manner, which promote organizational development.
- Strong work ethic; motivated and dependable; goal-oriented; excel at overcoming difficult challenges.
- Extensive experience planning, organizing, evaluating and following-up responsibilities in a timely manner.
- Understand the nature and process of solving problems by recognizing problems, developing alternatives and making effective decisions as to best solutions.

Further, I have acquired the appropriate training and experience to provide immediate impact and rapidly become a valued member of your team. Please evaluate my strengths and give consideration toward my candidacy for a position within your organization. At your convenience, I can be available for an interview and look forward to meeting with you personally to discuss opportunities that fit my qualifications and credentials. Thank you for your time and consideration.

Sincerely,

Cameron Scott Falkner

Enclosure

CAMERON SCOTT FALKNER 133 N. DUDLEY ST. . GREENSBORO, NC 27401. (336) 210-8657 MOBILE . cam_salsa@yahoo

SUMMARY: Sales, Management and Marketing Professional with 15+ years progressive experience.

KEY ASSETS: . Motivated . Willing To Learn . Strong Desire

SALES / MARKETING / PUBLIC RELATIONS / COMMUNICATIONS-

- Strengths in developing rapport with individuals of varying backgrounds, building long-term Relationships and consistently meeting customer needs
- Demonstrated success in presenting benefits communication in person and by phone.
- Able to modify sales approaches based on specific customer profiles
- Adapt at developing and maintaining contacts in competitive markets.
- Strong, consistent service-orientation, resulting in significant repeat business and referrals.
- Dynamic interpersonal communication, writing and negotiating skills.
- Developed and implemented successful sales training and motivational programs.

MANAGEMENT / ADMINISTRATIVE / HUMAN RESOURCES -

- Strengths in developing rapport with individuals of varying backgrounds, meeting clients needs.
- Hire and train new employees; establish attainable production goals for all staff members.
- Eager to complete progressive professional development training.
- Solid team-builder, bring energy and enthusiasm to team efforts.
- Able to take concepts from idea stage through to successful completion/implementation.
- Prepare quarterly and annual management reports for distribution to senior executives.
- Adept in troubleshooting/turnaround scenarios - creating order out of chaos.
- Possess a sense of commitment - able to discern and respond to the needs of clients effectively.

FORMAL EDUCATION:

GUILFORD COLLEGE, Greensboro, NC

Graduated 1995

B.S. Business Management, Minor in Sociology

CONTINUING EDUCATION: Dale Carnegie Professional Development Program

PROFESSIONAL EXPERIENCE :

AMERICAN MULTIMEDIA INTERNATIONAL, INC., Burlington, NC	<u>Marketing/Sales</u>	2009- 2010
. Responsible for sales and client needs		
FIRST MEDICA, Greensboro, NC	<u>Account Executive</u>	1998-2009
• Responsible for maintaining and acquiring new accounts. Credited with the highest % sales increases in the office.		
FALKNER MANAGEMENT CONSULTANT, Greensboro, NC	<u>Management</u>	1992-1998
• Provided services to small businesses		

ACTIVITIES :

• American Management Association . Greensboro Forward . Greensboro Jaycees

PERSONAL: Open to travel/relocation. Interests: sports and movies.

Big Brothers/Big Sisters Volunteer.

EXCELLENT PERSONAL & PROFESSIONAL REFERENCES AVAILABLE UPON REQUEST -