

FRED COTTEN

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Objective: Sales, Marketing, Management or Professional position

QUALIFICATIONS

- Dedicated business professional with a proven track record
- Eleven years successful experience in direct sales
- Extensive experience in clientele development and customer service management
- Creative media, advertising and broadcasting professional
- Motivated and enthusiastic about developing good relations with clients and colleagues
- Effective working alone or as a cooperative team member
- Professional in appearance and presentation

RELEVANT EXPERIENCE AND SKILLS

SALES AND CLIENTELE DEVELOPMENT

- Extensive sales and layout design experience in the home furnishings industry
- Developed expansive clientele base in furniture retail sales representing one of the world's largest furniture retail showrooms and over 350 manufacturers
- Created and assisted domestic and international clients with furniture layout design, blueprints, color and interior design selections
- Provided exceptional customer service and strengthened clientele relations through continuous follow through and personal contact
- Accentuated profitability, integrity and customer service through clientele development and relationship selling
- Met and exceeded company quality standards and sales goals
- Million dollar plus club producer

CUSTOMER SERVICE MANAGEMENT

- Supervised guest service operations at a 300 room full service deluxe hotel
- Hired, trained, organized and managed guest service staff
- Initiated public relations, customer service and clientele development
- Generated customer goodwill through personal development of long term relationships and offering outstanding guest service
- Elevated associate morale, loyalty and respect through demonstrated leadership and personal example resulting in the lowest employee turnover in the hotel's guest service department history
- Utilized complete knowledge of hotel operations in maintaining and servicing customer needs and guest satisfaction

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RELEVANT EXPERIENCE

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CREATIVE MEDIA, ADVERTISING AND BROADCASTING

- Originated producing morning drive and mid-morning programming for number one talk radio station in area market
 - Produced feature oriented material for morning drive personality Glenn Scott on WSJS Talk Radio. Enhanced listener following and response through creative programming and audience involvement
 - Hosted a variety of on-air venues and performed various related broadcasting duties
 - Diversified talk format through a variety of guest and phone interviews, remote broadcasts and on-air sketches and antics
 - Created, wrote and produced radio advertising incorporating descriptive text, character voices and broadcast personality
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PROFESSIONAL PROFILE

<i>Sales Representative</i>	Rooms To Go Furniture 2002-2008 RTG Carolinas Furniture Group, Seffner, FL
<i>Sales-Design Associate</i>	Furnitureland South Inc., Jamestown, NC 1997-2001
<i>Producer, On-Air Personality</i> (Concurrent with Marriott)	WSJS-AM Broadcast Station 1993-1995 Infinity Broadcasting, Winston Salem, NC
<i>Guest Service Manager</i>	Marriott Hotels and Resorts, Washington, D.C. 1985-1997 Greensboro Marriott Hotel, Greensboro, NC

EDUCATION

University of North Carolina at Greensboro, Greensboro, NC
Bachelor of Arts, Communications

