

FRED COTTEN

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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

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
- 1M+ annual sales producer
- Multi-million dollar cumulative sales volume

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 30-40% 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 voiceover advertising incorporating descriptive text, character voices and broadcast personality
 - Five years additional radio broadcasting experience in small market
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PROFESSIONAL PROFILE

Professional Services, Volunteer FPC Job Services Inc., Greensboro, NC 2009-2011

Sales Representative Rooms To Go Furniture 2002-2008
RTG Carolinas Furniture Group, Seffner, FL

Sales-Design Associate Furnitureland South Inc., Jamestown, NC 1997-2001

Producer, On-Air Personality WSJS-AM Broadcast Station 1993-1995
(Concurrent with Marriott) Curtis Media Group, Raleigh, NC

Guest Service Manager 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

