

Frank D. Riello

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A talented Business Management professional with extensive sales and customer service experience

SUMMARY OF QUALIFICATIONS

- More than 10 years of management experience.
 - Familiar with all aspects of business management.
 - Adept at planning, promotions, and forecasting.
 - Proven ability to lead effective sales teams.
 - History of increasing sales and profitability.
 - Hard working, able to multi-task effectively.
 - Outstanding training, leadership, and communication skills.
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PROFESSIONAL EXPERIENCE

Cousins Deli, Stony Point, NY 1992 – Present

Owner / Manager

- Founded and manage highly successful delicatessen and catering operation.
- Oversee and assist with all daily activities, including hot / cold meal and salad preparation, opening and closing functions, and customer service.
- Perform inventory control, ordering, and purchasing. Negotiate agreements with vendors, ensure all deliveries accurate and on time.
- Hire and train employees, prepare weekly schedules, monitor and evaluate performance.
- Develop and implement new sales and marketing strategies to increase business and market share.
- Responsible for all bookkeeping, payroll, and cost control.

M&H Sales & Marketing, Tarrytown, NY 1983 – 1992

District Sales Manager (1985 – 1992)

- Directed sales management activities for entire New York metropolitan area consisting of eight headquarter accounts covering more than 550 retail outlets.
- Increased sales 10% through effective sales planning and improved shelf presence of product line.
- Introduced 40-plus new products to accounts, maintained 100% product line distribution.
- Consistently achieved or exceeded all sales quotas each year.
- Prepared, presented, and arranged promotions, sold displays / distributions to support promotions.
- Created and designed section layouts (plan-o-grams) for accounts.
- Supervised and scheduled job assignments for retail sales force.

Territory Sales Manager (1983 – 1985)

- Carried out sales and merchandising for Rockland and Orange counties. Sold displays to increase sales volume, implemented and maintained section layouts.
- Met all sales objectives, recognized for leading one of company's highest-rated territories.

Food Emporium, Valley Cottage, NY 1981 – 1983

Grocery Department Manager

- Managed daily operations, scheduled staff assignments, supervised staff.
- Maintained inventory control system, monitored and approved incoming deliveries.
- Arranged promotional displays. Worked closely with vendors on promotions and sales.
- Promoted rapidly from *Clerk* to *Dairy Manager* to *Grocery Manager*.

EDUCATION

St. Thomas Aquinas College, Sparkill, NY

B.A. in Business Administration, concentration in Marketing (1980)

Keywords: Manager, Senior Manager, Sales Manager, District Manager, Sales and Marketing, Business Development, Regional Manager, Territory Manager, Account Manager, Account Executive