

Muzette Alcocer

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Objective

An account executive, market analyst or sales position utilizing my skills in project management, communications, and organization.

Skills

Professional attitude and appearance, self-starter with a positive attitude, results driven, strong organizational and analytical skills, excellent written and oral communication skills, strong computer skills and experience. Microsoft Office User Specialist (MOUS) Certification, Proficiency in Windows XP, Microsoft Excel, PowerPoint, Outlook, Word, Access, Project and NPD Crest Data, and working knowledge of Retail Link.

Experience

DaySpring Cards/Hallmark

Manager, Customer & Consumer Insights

Siloam Springs, Arkansas

August 2007 to Sept 2008

- Executed daily operations of trend reports and research.
- Responsible for point of sales reporting; line profit and loss; profit and loss improvement assignments.
- Conferred activities with Marketing, Creative, and Sales to develop new programs.
- Performed consumer surveys in order to carry out approved campaigns.

Simmons Foods

Demand Planning/Marketing Manager

Siloam Springs, Arkansas

February 2004 to September 2007

- Executed Demand Planning: working with customers and sales managers to develop monthly, quarterly, and annual forecasts.
- Successfully worked with Supply Chain to maintain raw materials and line time for forecasts.
- Coordinated activities with customers to build inventory for new item load-in and promotions.
- Consulted with Sales and Research & Development to create presentations to educate our customers or potential customers on our vertically integrated business and its advantages.
- Used consumer trend data to develop ideas for new products/menu items and promotions.
- Build processes for sales data and all sales reports to determine forecast versus budget or versus year-over-year.
- Compiled financial data for Sales, Marketing, and all Board meetings.
- Developed pricing and incentives for new or renewed contracts with Sales Managers.

MA's Pasta

Austin, Texas

Office Manager

March 2003 to December 2003

- Maintained records pertaining to accounts payable/receivable.
- Computed figures such as balances, totals, and financial statements.
- Analyzed office operations and procedures, such preparation of payrolls; flow of correspondence; filing; requisition of supplies.

National In-Store Marketing

Sarasota, Florida

National Project Coordinator/Regional Manager

February 2002 to February 2003

- Educated customers on company's current products and services.
- Consulted with customers to determine their future marketing needs at a retail level, provided guidance to the Research & Development team to ensure customer needs were met.
- Created "in store goal sheets" for field representatives to complete for each store.
- Wrote detailed "how to" and "modular designs" for field personnel based on client needs.
- Interviewed and hired field personnel.
- Traveled to train large groups of field representatives in stores.
- Met with store managers at retail level to explain objectives, receive approval, and sign off on completion, and sought their input on our in-store objective and effectiveness.
- Managed up to 13 states, with 2 to 3 direct reports and over 400 sales personnel, and achieved significant improvements in productivity.
- Conducted bi-weekly conference calls with field representatives and area managers.
- Performed in-store audits after completion.
- Hired personnel for vacant positions.
- Responsible for maintaining 85% or above completion rate on all retail assignments. After 60 days, maintained 92% and above completion on all assignments in entire region.
- Developed processes for divisional reporting, expenses, and budget preparation.
- Conferred with Divisional Manager VP and IT department to build reporting processes from the field online or via telephone.
- Trained all new Regional Managers and filled in as needed.

Education

Jackson College of Ministries
BA

Jackson, Mississippi

References

Available upon request