

JUDY BALLESTEROS

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QUALIFICATIONS

Self-motivated and entrepreneurial.

Ability to drive sales through cold calling, networking, and targeted marketing plans. Including strategic planning through excellent understanding of the clients business model, their needs, and future plans on growth.

Excellent communication and outstanding customer service and managerial skills.

Talent for establishing and developing relationships on all levels of business.

SUMMARY

A minimum of 20 years of Outside Sales experience, and 7 years dedicated to spa and retail. Strengths in growing business through building strong relationships, and an excellent track record of steadily increasing sales results. Three years of retail in management. And existing management skills in Spa. Esthetic background.

WORK HISTORY

TRIA Beauty
2010

November 2008-January

National Director of Spa

- Hired to build and develop the Spa and Specialty Division of TRIA Beauty
- Hit all objectives placed including:
 - Defining and building a freelance team of Sales Associates Nationwide
 - Outlining and creating all policies and contracts
 - Creating different programs to build on business such as a Consignment Program and Customer Incentive Programs
 - Creating Appropriate Marketing Materials
 - Managing the sales freelance team
 - Developing the business.

US Retail Manager

- Oversee 59 retail stores (Nordstrom, Neiman Marcus, and Bloomingdales)
- Oversee 31 Freelancers who support the stores out in the field
- Build Corporate relationships with our partners
- Collaborated with the IT Department to create a retail /specialty organizational customized tool on Sharepoint.

MD Skincare

May 2007- November 2008

Account Executive

- Hired and managed a team of freelancers to execute events in different territories
- Managing and growing a large territory of nine states through excellent organizational and communication skills.
- Maintaining and growing current accounts through marketing and implementation and execution of events.
- Prospect new business through cold calling and networking.
- Maintaining and increasing monthly goals by closely working with my Spa Directors and Office Managers and or corporate buyers.
- Train and educate staff on product knowledge and protocol on Professional Treatments.

- Work with Spa Directors, Office Managers and RN's on developing menu's specified to and customized to their spa's and or office needs.
- Work with Spa Directors, Office Managers, and Corporate Buyers on creative and out of the box ways to build existing business and attract new business.

**Iredale Mineral Cosmetics-
Account Executive**

October 2006-May 2007

- Maintaining and growing current accounts through marketing and implementation and execution of events.
- Prospect new business through cold calling and networking.
- Maintaining and increasing monthly goals by closely working with my Spa Directors and Office Managers.
- Train and educate staff on product knowledge and protocol on makeup application
- Work with Spa Directors, Office Managers and RN's on developing menu's and protocols for different procedures specified to jane iredale and customized to their spa's and or office needs.
- Work with Spa Directors and Office Managers on creative and out of the box ways to build existing business and attract new business.

**boscia Skin Care –
National Marketing & Account Executive**

January 2005 to July 2006

Product Development

- Assisted General Manager in developing innovative new product concepts and problem solving.
- Assisted General Manager in the research and information gathering of utilizing a manufacturing plant in the U.S. to bring the Research and Development along with the manufacturing out of Japan

Marketing

- Worked closely with marketing teams of retail partners; including Sephora, Limited Brands (Henri Bendel, Bath & Body Works, C.O. Bigelow, and Victoria's Secret Direct) and Nordstrom, along with various spas and boutiques, to develop / execute exciting brand-building opportunities and produce necessary collateral materials.
- Plan and execute revenue / brand-building in-store events.

Advertising

- Worked directly with the General Manger to plan exciting, revenue driving advertising campaigns.
- Lead advertising relationships with magazine sales managers to create dynamic promotions and customer outreach programs; including identifying the proper online media for the brand and negotiating placements and added-value opportunities for branding.

Training / Mentoring

- Worked directly with the education teams of retail partners on training strategies that would enhance retail sales.
- Performed trainings at the store and corporate level.
- Created an exciting and informative quarterly training kit to send to each retail partner to better educate their staff on the brand.
- Worked and managed a group of junior staff members to help them achieve their goals and broaden their skills, thereby increasing their contribution to the company. Helped to implement a web based system to further the productivity and accountability of our people in the field.

Pevonia/Medicalia/Cosmopro-

2003-2005

Account Executive

- Maintaining and growing current accounts through marketing and implementation and execution of events.

- Prospect new business through cold calling and networking.
- Maintaining and increasing monthly goals by closely working with my Spa Directors and Office Managers.
- Train and educate staff on product knowledge and protocol on body and facial treatments.
- Work with Spa Directors and Office Managers on developing menu's and protocols for different procedures specified to Pevonia/Medicalia and customized to their spa's and or office needs.
- Work with Spa Directors and Office Managers on creative and out of the box ways to build existing business and attract new business.

**Associated Business Solutions/AAA Business Supplies & Interiors –
Account Executive**

1996 -2002

- Prospecting & developing new business through cold calling, networking and marketing.
- Maintain and grow established business through developing excellent relationships with customers.
- Consistently exceed monthly and annual sales quotas.
- Recognized in "President's Club" for excelling in sales quotas and closing new business.

BT Office Products – 1995 to 1996

Account Executive

- Successfully acquired \$20K in new business within the first 6 months of employment.
- Developed through rigorous sales training programs the ability to be an effective outside sales representative.

Nordstrom, Inc. –

1993 to 1995

Salesperson and Manager

- Exceeded monthly quotas through outstanding customer service and building customer relationships through repeat business.
- Accountable for product inventory, managing and scheduling employees and all paperwork involved to keep business in line with sales.
- Received awards for sales, profit increases, and vendor relations.
- Initiated events for the counter and storewide to increase sales and public relations.

TRAINING

Deloux (School of Cosmetology) – 2002-2003 Esthetician Certification

- MS Word, Excel, Outlook, ACT, and SalesLogix.
- Recognized as "Top Producer" and consistently honored in Company's "President's Club" at Associated Business Solutions.
- Honored with Company "Outstanding Customer Service" Award by Nordstrom.
- Rewarded "Top Producer" by two different cosmetic lines within Nordstrom.
- Completed Several Sales Training Classes and remain updated on current sales tools.

* References available upon request.