

# Melissa Flaherty

## Business Development / Sales Specialist

### Contact

216-337-0594  
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### Key Skills

Innovation and problem solving  
Excellent communication & listening skills  
Strong business acumen  
Brand marketing  
Business management  
Excellent client relationship selling skills  
Time management and detail oriented  
Stays on top of industry trends/Product and industry knowledge  
Goal oriented person w/an entrepreneurial spirit  
Highly creative

### Education

Kent State University  
Bachelor of Science  
  
Anne Arundel Community College  
Interior Design Associate Program

### Summary

Proficient Sales Representative experienced in growing sales volume, implementing business strategies, and cultivating long-lasting relationships with clients. Extensive experience selling to the contract and residential A&D community.

### Experience

*March 2018 - present*

Independent Sales Representative to the Design Trade

- Provide B2B sales and sales support to the A&D community and retailers in TN and KY for six major high-end furniture, lighting, and accessory companies
- Develop sales plans to increase business with retailers and interior designers through new product introductions and product trainings
- Consistently meet or exceed sales goals
  - Ambella Home Collection – opened twelve new accounts in 1.5 years and increased business by 35%
  - Eicholtz US – increased sales and accounts by 100% in 2020 and 2021 – company growth since US introduction in 2018 is 200%
- Solid experience in pre-call planning, execution, order writing, and asking for the sale
- Excellent follow-up skills with accounts after calls through manufacturing and delivery process
- Target new business
- Maintaining sales tools and sample libraries
- Attend all trade shows and markets with customers twice a year
- Target new business through social media, word of mouth, and cold calling
- Maintaining constant contact with the principles of design firms who are the decision makers for their businesses

*April 2015 – November 2017*

Surya, Inc (a leading manufacturer of high-quality, fashion forward rugs and home accessories)

Sales Specialist • provide sales and support to the A&D community and retailers in TN

- Managed account base of 180+ accounts including contract design firms, residential firms, furniture stores, and home stagers.
- Achieved a 35% and 25% increase in territory in subsequent years, exceeding all goals
- Consistently prospected for new business through referrals, networking, and cold calling
- Maintained customer and sales activity data in Salesforce
- Attended all trade shows to connect with customers and prospects

*January 2015 – April 2015*

Old Castle Surfaces

Project Manager

- Provided sales and product management services to the building communities of residential home builders in Middle TN with stone fabrication

*August 2014 – January 2015*

Mitchell Gold & Bob Williams

Sales / Designer (Nashville showroom)

- Provided sales and support to designers and clients of all MGBW showroom products

*April 2013 – July 2014*

Codarus, Inc. (showroom representing 20 high-end home furnishing lines including Dash and Albert rugs, Pine Cone Hill bedding, Moss Studio furniture, Barbara Cosgrove Lighting, Peacock Alley, Square Feathers Home and more)

Territory Representative (KY/TN)

- Relationship Manager between vendors and design firms and retailers providing sales and sales support
- Managed over a one-million-dollar territory helping customers maximizing sales potential and acquiring unique and trend setting product lines
- Attended all major markets several times a year

*April 2008 – March 2013*

Chestnut Hill Home (Janet Lutz Interiors – helped with procurement and opening management for a 2000 sq ft showroom and design firm in Chagrin Falls, Ohio)

Creative Director / Senior Designer

- Provided full-service design and project management for all design clients
- Developed and sourced core product mix for showroom by attending major trade shows
- Identified emerging trends, seasonal strategies, floor, and window displays
- Planned and organized in-store events, maintenance of website, and business development

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## References

Available upon request