

Russ Hilton

Entrepreneur. Sales Master. Customer Service and Beyond.

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EXPERIENCE

Dunedin Bike Tours – Dunedin, FL

11/2019 -Present

Specializing in bike tours in the beautiful Gulf Coast Town of Dunedin. Providing business sales Partnerships, marketing opportunities, website Personalization and development, networking, and bringing tourism to the area.

Scrubs & Beyond, LLC – St. Louis, MO

3/2011 - 11/2019

Provided excellent customer service to ensure that my clients had the shopping experience they deserved. Responsible for achieving my individual sales goal in contributing to the stores sales goals while maintaining S&B merchandising and housekeeping standards. Working directly and consultative selling to fulfill uniform programs for hospitals, nursing facilities and nursing schools.

Marketing Products Group – Fenton, MO

3/2010 - 3/2011

Work personally with vendors to negotiate the best possible cost to make the most profit for the company while satisfying the customer's needs and budget. Performed B2B sales of uniform programs, promotional products, and marketing to achieve customers marketing forecast and plans. B2B Sales of uniform programs, promotional products, and marketing to achieve customers marketing plans.

Fenton Chamber of Commerce – Fenton, MO

3/2006 - 3/2009

Created and Coordinated Chamber of Commerce marketing plan to expand membership and create new revenue streams including sponsorships. Developed and maintained monthly newsletter, social media, and website updates. Assisted in implementation of annual Golf Tournament and Auction Night Dinner. Assisted in coordination of monthly luncheons and networking meetings. Worked closely with businesses to build relationships and refer businesses to opportunities to achieve goals.

SKILLS

Account Executive. Product positioning / branding. Inventory strategy. Customer service. Account management. Sales. Marketing strategy. Creative team leadership. Personnel training. Policy procedure writing. B2B sales

Education

Jefferson College Hillsboro, MO — *Associates of Arts Degree*

Class of 1992

Culture – Who is Russ Hilton

Highly motivated and experienced 5-state Account Executive, Marketing Strategist, Tactician, and Team Leader. Experienced in managing and leading personnel in a variety of leadership sanctioned commercial objectives. Versed in merchandising, sales, and customer service. Proven track record of success in a high paced corporate environment. Excel in a teaming atmosphere and individually, strong communication both written and verbally. Proven history of establishing a culture of continuous learning, team building, time management, solution providing, marketing and communication. Exceptional computer, Windows, Microsoft Office, Salesforce, and Concur skills.

Skills = Accomplishments

Fenton Chamber of Commerce

- Created new design and expanded monthly newsletter that achieved new advertising sponsorships.
- Launched new marketing campaign “Find In Fenton First” to drive customers to local businesses within the community.
- Increased Chamber membership by 50% in three years (from 300 members to 450 members).
- Created new revenue streams to increase budget for Chamber of Commerce.

Dunedin Bike Tours

- Established a new Bike Tour business from concept to “open for business” in just five weeks.
- Implemented a Social Media Market Campaign to drive business to both Dunedin and the Bike Tours.
- Attracted over 900+ (FB) & 600+ (IG) on Social Media in one year.
- Filmed and produced over 30 unique and funny videos in six months.

Scrubs & Beyond, LLC

- Led on-site sales teams to exceed sales goals by 20%.
- Increased uniform sales at Hospitals in Missouri & Illinois in first two years, then the Southeast region the next seven years.
- Expanded sales Florida, Georgia, South Carolina & North Carolina with some of the largest health systems in the country.
- Met with C-suite Executives to coordinate their goals to achieve company sales quota.

References

Professional Reference

Chuck Robinson – (former Regional Sales Director at Scrubs & Beyond)

Tampa, FL – (813) 817-4074

Professional & Personal Reference

Joe Mackin – President of Dunedin Cares Food Pantry

Dunedin, FL – (813) 215-7773

Personal Reference

Matt Wallach – Senior Manager Marketing Operations of Energizer Holdings

Hillsboro, MO – (314) 330-3373