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OBJECTIVE

RESULTS DRIVEN and SUPERIOR SALES / MARKETING / CUSTOMER SERVICE / TRAINING / MANAGEMENT

QUALIFICATIONS

• CREATING REALITY – SUCCESSFUL SELLING, ADVERTISING, CUSTOMER SERVICE

Increased annual sales by \$150K for Wall St. company
Top phone inside sales person – highest close rate in department, including cold calling
Successfully stimulated new service and product sales and encouraged returning business
Successfully trouble-shooted and resolved sensitive client issues for Senior VP (Fortune 1000)
Improved customer service and elevated satisfaction levels
Succeeded with general public, Internet, business owners, investors, executives, educators, students

• CREATING THE FUTURE - KEEN MARKETING

Successfully generated new leads and expanded client bases
Wrote advertising, collateral, telemarketing scripts, marketing, and public relations material
Successfully designed sales presentations
Developed marketing plans and strategies
Promoted services and products (wholesale, retail, residential, commercial, mail order, Internet)
Introduced innovative new entrepreneurial retail product

• CREATING CLEAR COMMUNICATIONS – ASTUTE WRITING, EDITING, RESEARCH, TRAINING

Created / edited hi-impact, audience / results-oriented writing, advertising, sales/marketing material
Designed / revamped web site content and product packaging
Wrote internationally-read commodity investment newsletters (Fortune 1000, Wall St.)
Analyzed, tracked data, predicted price cycles as principal sugar commodity researcher
Edited / wrote / researched CEO VP and outside consultant reports
Trained and supervised margin clerk (Fortune 1000, Wall St.)
Taught high school level literature, writing, math coaching, and problem-solving

• IMPROVING RETAIL EFFICIENCY, ORGANIZING, MULTI-TASKING, DETAILS

Successfully interacted with customers achieving high levels of customer satisfaction
Interviewed, hired, trained, and supervised new sales associates
Designed original store displays improving products' visual appeal
Organized new store's products, aisle shelves, fixtures, displays, modules
Maintained proper shelf capacity and inventory flow
Spearheaded and developed innovative, time/space-saving inventory storage system
Trouble-shooted zoning and scheduling problems

EMPLOYMENT

Through 2017	Freelance Professional Writer/Editor/Proofreader/Researcher/Tutor
2011 - Current	Certified Substitute Teacher, Preschool through Grades 12, NJ (per Diem)
Through 2013	Sales Assistant, Kohl's Department Store, NJ (part time)
2009	Merchandise Supervisor, newly opened Wal-mart's, NJ (seasonal)
Through 2004	Primary full-time Family Caregiver and Legal Guardian for elderly home-bound parent, NJ
Through 1995	New Product Manager, Inside Phone Salesperson, Advertising Writer, Soil Technologies, IA
Through 1989	Desktop Publisher Proofreader, Customer Service Rep, PR/Sales Database Manager, Corporate University, Inc., IA
Through 1987	English High School Teacher, Public School System, NYC
Through 1985	Commodity Researcher, Investment Writer/Broker, Customer Service Rep, Cargill Investor Services, NYC
Through 1982	Sales/Customer Service Representative, Editor/ Researcher, Commodity Planning Associates, NYC
Through 1980	Sales Assistant, Drimal-Brudner Insurance Agency, NYC
Through 1978	Editorial Assistant, college summer breaks, <i>Newsweek</i> Magazine, NYC

EDUCATION / LICENSES

B.A., Literature with Honors, College at Purchase, State University of New York (1978)
Education / Teaching program, 4.0 GPA, Hunter College, City University of New York (1987)
Certified Substitute Teacher, Preschool through Grades 12, NJ (current)
English High School Teaching License, NYC (1985)
Commodity Broker License, New York and Chicago Board of Trade (company sponsored, 1982)
Life / Health Insurance Licenses, NYC (company sponsored, 1979)