

Nina M. Sherwood  
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GiftedWriting.com WebSiteWrite.com

OBJECTIVE: RESULTS DRIVEN and SUPERIOR MANAGEMENT / CUSTOMER SERVICE / SALES / MARKETING

## QUALIFICATIONS

### • CREATING REALITY – EFFECTIVE SELLING, ADVERTISING, CUSTOMER SERVICE

Increased annual sales by \$150K for Wall St. company  
Top phone inside salesperson / highest close rate in department, including cold calling  
Successfully stimulated new service /product sales and encouraged returning business  
Successfully trouble-shooted and resolved sensitive client issues for Senior VP (Wall Street, Fortune 10000)  
Improved customer service and elevated client satisfaction levels  
Succeeded with general public, Internet, business owners, investors, executives, educators, students, non-profits  
Successfully ran entrepreneurial home care agency as sales/marketing manager, office administrator, customer service representative, advertising / web site writer, HR recruiter

### • CREATING THE FUTURE - INTENSE MARKETING

Successfully generated new leads and expanded client bases  
Wrote advertising, collateral, telemarketing scripts, marketing, and public relations material  
Successfully designed sales presentations, advertising, web sites  
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 – PERCEPTIVE 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 10000, 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 10000, Wall St.)  
Taught elementary school through grade12 level literature, writing, math, remedial, and special education

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

Successfully achieved high levels of customer interaction and sales  
Interviewed, hired, trained, and/or supervised new retail sales personnel and agency home health care aides  
Designed original store displays improving products' visual appeal  
Organized new store's products, aisle shelves, fixtures, displays, end caps  
Maintained proper shelf capacity and inventory flow  
Spearheaded and developed innovative, time/space-saving inventory store storage system  
Trouble-shooted zoning and employee scheduling problems

## EMPLOYMENT

1990 - 2023 Freelance Professional Writer/Editor/Proofreader/Researcher (full and part time)  
2011 -2023 Certified Substitute Teacher, Preschool through Grade 12, Public School System, NJ  
Through 2018 Sales/Marketing Manager, Office Administrator, Recruiter, Home Care Agency, NJ  
Through 2013 Sales Assistant, Kohl's Department Store, NJ (part time)  
Through 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, 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 Office Administrator / Sales Assistant, Drimal-Brudner Insurance Agency, NYC  
Through 1978 Editorial Assistant, College Summer Breaks, Newsweek Magazine, NYC

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#### 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)