



Preet Samra

Director Of Sales And Business Development

Vancouver, BC, Canada

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Links

[LinkedIn](#)

Languages

English (Fluent)

Panjabi (Fluent)

About

I was raised in the 90s to two immigrant parents, whose sole purpose was to educate their three children and give them the understanding that anything is possible, fast-forward to college I always loved Art, Music, and Fashion but my mom thought me becoming a Nurse would be the best, she could see I wasn't happy once I completed nursing, so she asked me what I wanted to do? Told her something in fashion, if you take a look at my resume it's mostly some sort of fashion with my new adventure food/beverages thought I needed a challenge, back in Dec 2022 I was in Paris for three weeks, and I keep bringing myself back to Paris .. come Nov 2022 -Jan 2023 I will be exploring Paris yet again and hope to find a Job so I can make Paris my new home, so I came across Dweet , and thought I would make a profile and see where it takes me, I'm a well rounded friendly person that loves a good challenge, My stories are endless if you want to hear more I would love to sit down over a cup of coffee, in the meantime stay fancy>

BRANDS WORKED WITH

- Canadian Springs •
- Excel Athletics
- It Inc
- John Casablanca Institute •
- John Fluevog Shoes
- Teja Foods

Experience



● Director of Sales and Business Development

Teja Foods | Feb 2021 - Now

- Develop and execute category strategies and customer business plans.
- Support the assortment planning for each portfolio.
- Acquire new customers (Trade Shows) to achieve sales and profit targets.
- Build relationships with customers that exceed their service expectations.
- Assist in product pricing, creating selling tools, and marketing promotions.
- Lead cross-functional teams to launch product innovation.
- Analyze internal sales data and market insights to capitalize on opportunities for growth.
- Understand our customer needs, consumer trends, and competitive landscape.

● Substitute Teacher •

John Casablanca Institute • | Feb 2019 - Sep 2020

Teaching the following courses –

- Fashion Buying
- Fashion Marketing
- Fashion Styling
- Fashion Entrepreneurial Skills Highlighting the importance of fashion – having guest speakers to showcase what fashion is all about.

● Account Executive •

Canadian Springs • | Mar 2019 - Feb 2021

- Manage sales opportunities in the sales process from prospecting to closure.
- Support sales through farming and hunting activities via calls, e-methods, and sales strategies.
- Increase the opportunity sales pipeline through targeted campaigns to the established base and/ or new accounts.
- Manage daily inquiries from current clients to build strong customer relationships, Utilize CRM as well as sales tools to manage your opportunity pipeline and overachieve your sales goal. Top 10 in Canada in Sales each week.
- Negotiate new and existing contracts utilizing advanced ROI tools.
- Develop account-specific strategies to not only grow our sales but to improve customer retention and customer service.
- Learn and maintain in-depth knowledge of our products and services,

competitors' products, and industry trends to leverage success in the sales function.

- Nurture an established base of current accounts and identify new sales categories within the book of business.

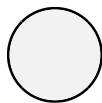


- **Regional Director of Account Development**

Excel Athletics | Sep 2019 - Jan 2021

Key account portfolio management and target alignments with the district, local, and national head of sales.

- Direct involvement in sales.
- Involved in coaching and mentoring in all aspects of client services including, account management, product knowledge, and consultative selling techniques.
- Overseeing managers, projects, and campaigns, ensuring that schedules are developed, and work is performed on time and within budget.
- Manage, recruit, hire and train brand ambassadors and sales representatives who would assist in taking to their territory accounts with new and old accounts.
- Responsible for pricing and negotiation strategies for solutions and products.



- **Store Director •**

John Fluevog Shoes | Jul 2009 - May 2017

Monthly and quarterly projections

- Maintaining statistical and financial records (monthly)
- Host weekly calls with management to cascade information, sales, design, marketing, etc.
- Dealing with customers queries and complaints
- Manage Budget
- Implement visual displays, including window displays
- Built customer relationships through sales/round table and excellent customer service.
- Review sales reports
- Product and customer management
- Recruitment training development/ traveling to other John Fluevog Stores
- Employee motivation and team building
- Overseeing pricing and stock control

- **Marketing Coordinator •**

It Inc | Sep 2006 - Jun 2009

Responsible for sales and marketing communications

- Styling all photoshoots
- Coordinate setup and prep for fittings
- Manage product calendar
- Create, deliver, edit, and optimize marketing materials that align with marketing plans and objectives
- Coordinate sponsored events and tradeshows
- Process and deliver inbound leads
- Other tasks and duties as assigned by management

Education & Training

2006 - 2009

- **The Art Institute of Vancouver**

Fashion Marketing & Merchandising Diploma , Fashion Marketing & Merchandising

2000 - 2004

- **Sacramento City College**

Nursing Diploma (R.N), Master of Science in Nursing

1996 - 1999

- **Turlock High School**

High School Diploma , High School