

BEFORE:

WILLIAM BECKANSALE

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Over 25 Years of Experience in Major Markets

PROFESSIONAL HISTORY

HAMILTON FURNITURE, Raleigh, NC 2011– Present

VP OF MARKETING

- Manage up to 175 individuals for 5 stores. Manage day-to-day operations, go over marketing plans and goals with managers, sales associates and technical teams. Responsible for customer experience.

Hamilton Furniture, Raleigh, NC 2011 – 2013

Regional Sales and Marketing Director

- In charge of the Southeast region, which includes GA, FL, the Carolinas, MS, AL and TN. Managed day-to-day operations, created sales plans and monitored field sales representatives for key accounts. Set goals, held training presentations and demonstrations. Found new business and sales opportunities.

Turner Furniture, Tallahassee, FL 2007 – 2011

General Manager of Sales

- Responsible for all sales and profits, human resources, training, scheduling, inventory management, ordering, vendor relationships, sales plans and customer service. Managed the busiest store in the Southeast and traveled to open up other stores as needed.
- Exceeded sales goals by 20% year-over-year.
- Received “Best in Class” award for topping other stores for sales and customer service.
- GM of the Year Award for helping the store to gain new business during all seasons.

CASE SOLUTIONS, CHARLOTTE, NC 1992 – 2007

MANUFACTURER SALES REPRESENTATIVE

Responsible for North and Central Florida territory. Worked with furniture retailers across territory to sell products, and to gain floor placement and merchandising.

- Generated new customer base with increases from 30 to 70%.
- Led business development as a key partner of the executive team, visited customer sites.

**Previous History: Seaman’s: Sales Representative: 1989 – 1992 and Sales Assistant:
Shemi Interiors: 1985 – 1989**

EDUCATION

FRANKLIN COLLEGE GEORGIA, MAJORED IN BUSINESS MANAGEMENT: 1992 – 1995

PROFESSIONAL AFFILIATIONS

RALEIGH CHAMBER OF COMMERCE: BOARD MEMBER– Current
DURHAM CHAMBER OF COMMERCE – Former Member