

# Molly Johnson

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## PROFILE OF STRENGTHS

- Sales professional with 18+ years of business-to-business (B2B) success.
- Deliver revenue, creative solutions, and resources to meet goals and grow opportunities.
- Effective trainer and presenter, educated others in vaccines, dewormers, equine and canine health.
- Results oriented, competitive, self-driven and successful sales professional who plays to win.
- Identify and execute opportunities through strategic and innovative big picture thinking.

## PROFESSIONAL EXPERIENCE

**Laboratory Diagnostic Territory Manager, Scil Animal Care** - Colorado Springs, CO 09/2014 – 03/2015

- Conducted veterinary clinic sales calls to educate, demonstrate & sell diagnostic equipment (hematology, clinical chemistry, digital dental x-ray) in five state territory. (CO, WY, NM, KS, NE)
- Expanded territory sales opportunities by prospecting, cold calling and executing sales call demonstrations with veterinary practices.
- Developed relationships at CSU Vet School including Equine Reproduction Lab and Student Chapter AAEP.
- Represented and sold Scil Animal Care products at key national, regional & state veterinary conferences, including AAEP (American Association of Equine Practitioners).

**Principal, Phinale Enterprises** - Colorado Springs, CO 01/2004–9/2014

Founded and operate Phinale Enterprises to provide strategic business services, specializing in sales, marketing, customer relationship management and business consulting.

## EXAMPLES of PROJECTS and SERVICES:

- **Contract Sales Representative for Merck Animal Health (01/2010 – 12/2012)**
  - Sold and promoted equine and canine vaccine and pharmaceutical products for retail business division.
  - Product sales, consumer education, public presentations, distributor and dealer relations at equine events including: distributor shows, consumer horse owner shows, and company sponsored equine events.
  - Organize and conduct product training for customers and their clients and assist in the development of selling skills and product knowledge of dealer sales personnel.
- **Strategic Consulting & Marketing Plan for Semican International (Seed & Feed Company)**
  - Developed marketing plan for Horse Feed Division release & sales strategy of Equibar and additional horse treats in USA.
- **Redesigned and focused marketing and customer service program for mortgage division of local bank.**
  - Redesigned loan process to deliver excellent customer experience from initial contact to closing.
  - Updated sales process to improve customer relationship management resulting in extended client relationships and increased repeat business and referrals.
- **Consulted and implemented marketing, branding and relocation strategies for new retail store.**
  - Strengthened core retail disciplines and directed update of marketing materials, advertising strategy, in-store promotions, signage, online marketing and website management.
  - Increased brand awareness by networking with local businesses, organizations and special events.
- **Exhibit Sales for CBA International Christian Retail Show 2006.**
  - Increased booth and membership sales, educated exhibitors to build comprehensive marketing strategies.
  - Prepared sales and marketing plan for future revenue producing opportunities for CBA.
- **Sales & Marketing Specialist for WaterBrook Press.**
  - Developed projects to increase sales of 6 backlist titles outside regular trade channels.
  - Public relations for authors including event planning and appearance booking for national book tours into Christian retail stores and churches increasing author exposure and publisher book sales.

# Molly Johnson, continued

**District Sales Manager, WaterBrook Press** (Div. of Random House) - *Colo. Springs, CO* April 2002–August 2003

- Managed, grew & serviced over 300 accounts in an eight-state territory.
- Developed and maintained strong relationships with top retail accounts.
- Built new accounts and created new business opportunities from prospects.
- Increased sales with new & existing product portfolio, company sales promotions and industry marketing group promotions.
- Traveled regularly to top accounts and industry trade shows.

## EDUCATION

**Emory University, Atlanta, GA**

*Bachelor of Arts, Education*

## RELATED SKILLS, EXPERIENCE & VOLUNTEER WORK

- Vice President 2017/Director 2016, Board of MoKan DockDogs – Affiliate Club of DockDogs Worldwide
- 2015 - 2017 Blue Buffalo DockDogs Ambassador
- Previous Officer of the Court of El Paso County as a CASA, Court Appointed Special Advocate for children
- Women's Ministry Leader at Woodmen Valley Chapel
- Volunteer at Pikes Peak Therapeutic Riding Center
- Microsoft Office, Salesforce.com, Mac OS, Microsoft Vista, iMIS, ACT! Google Analytics, Exact Target