
DAVID E CRAIG

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PROFESSIONAL SUMMARY

I began in the embroidery and screen printing business via AED Advanced Embroidery Designs in Charlotte NC as a Drafting Agent, Digitizer and Sales of Data Stitch Software.

Moved to Licensed Lifestyles in Lancaster SC to manage the embroidery department. That changed to plant management of 100 employees and taking on screen printing skills as well as sublimation for car flags. Managed inventory and stocking levels for major event production for Major League Licensing and distribution.

Moved to Georgia in 1999 and took a corporate position with GK Services as house production digitizing and art development. Assisted in procedures for Customer Service department for sales and acquisition training. That same 2001 I incorporated CADvertising Inc beginning my own career in the promotional products business. We changed our name in 2012 to add screen printing creating CAD Embroidery and Screen printing currently in operation as the Business Development and Operations Manager.

SKILLS

- Relationship Building
- Discount Rate Requirements
- Decision Making
- Customer Complaint Resolution
- Customer Service
- Salesforce Software
- Operating Procedures and Policies
- Price Schedules
- Staff Training and Development
- Time Management
- Verbal and Written Communication
- Shipping and Receiving Oversight
- Account Acquisition
- Customer Billing
- Account Servicing
- Appointment Scheduling
- Territory Management
- Employee Retention
- Brand Development
- Customer Order Management

WORK HISTORY

Business Development Manager, 08/2001 to Current

CAD EMBROIDERY AND SCREEN PRINTING – Acworth, United States

- Developed and implemented favorable pricing structures balancing firm objectives against customer targets.
- Coordinated innovative strategies to accomplish marketing objectives and boost long-term profitability.
- Streamlined operations by delivering recommendations for knowledge-base processes and procedures.

- Uncovered and qualified prospects and sales opportunities in targeted markets using external resources.
- Compiled product, market and customer data to generate informed sales and profit projections.
- Represented company and promoted products at conferences and trade association meetings.
- Established relationships with key decision-makers within customer's organization to promote growth and retention.
- Performed research to uncover potential target areas, markets and industries.
- Reached out to potential customers via telephone, email and in-person inquiries.
- Identified distributor challenges related to corporate service offerings in order to formulate potential solutions.
- Negotiated and closed long-term agreements with new clients in assigned territory.
- Scheduled promotional activities in accordance with available inventory and staff resources.
- Devised effective marketing, sales and other promotional initiatives.
- Completed and submitted monthly and yearly reports to support executive decision making.
- Identified key products, services and customers and used data to devise innovative sales and marketing plans enabling dramatic growth.
- Collaborated with company departments to develop new strategies to capitalize on emerging customer and market trends.
- Collaborated with sales and marketing departments to support business objectives and client acquisition.
- Identified and pursued valuable business opportunities to generate new company revenue and improve bottom line profit.
- Developed and promoted successful company sales and account management personnel into leadership positions to drive company growth.

EDUCATION

Associate of Science: Mechanical Engineering
Gaston College - Dallas North Carolina

CERTIFICATIONS

Machine tech for Happy Embroidery machines
Certified trained digitizing of Pulse Micro Software