**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 and Equipment.

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 the Customer Service department for sales and acquisition training. business. We changed our name in 2012 to add screen printing creating CAD Embroidery and Screen printing. I operated as the Business Development and Operations Manager. Closed in 2021 after 20 years to take on other roles helping others grow their businesses.

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

Skills

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|  | Work | History |  |

**Operations Manager**, 01/2023 to 2025

**IN FLIGHT PRINTING**– Norcross Ga., United States

With In Flight I was able to gather and implement some measures. The company as a whole was in good hands but needed leadership.

* Daily work reports for evaluation of productivity.
* Work reports to verify production and shipping coordination.
* Approve and make recommendations of production practices per job
* Verify work orders information v purchase order.
* Clean warehouse inventory and maintain inventory levels by open orders.
* Crosstrain people for several positions as needed for absentia.
* Set PM schedules and perform those tasks as well as Key employees for that area.

**Operations Manager**, 10/2001 to 12/2022

**WITTEK GOLF DECORATING** –Vidalia Ga., United States

With Wittek I was able to make proper changes.

* Streamline their daily manufacturing practices.
* Combining similar system of equipment and manufacturing process in the cut and sew field.
* Reorganize the warehouse for better inventory flow and on hand management.
* Hire and adjust personnel for better Key Roles they were better suited to handle.
* Replaced antiquated equipment with newer cost-effective units.
* Utilized our on-site maintenance team with better PM Schedules
* Set basic pricing structures for Customer Service to our current pay schedule.
* All resulting in $1 million growth for the first year.

**Business Development Manager**, 08/2001 to 10/2021

**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-based 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 customers 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

Certificates

Machine Tech for Happy Embroidery machines

Certified trained digitizing of Pulse Micro Software