

Employment Objective

Direct Sales Education

- Demonstrates performance in managing time and resources for maximum personal and operational productivity
- Motivated, intuitive, and extremely effective at relationship building and customer service
- Exceptional at generating and closing personal sales opportunities to exceed quota goals
- Comprehensive knowledge of individual and departmental higher education computer hardware, software, and service's marketplace.

Work Experience

- **Apple Inc.** | Account Executive | 2005 to Present
 - Grew sales of institutional units by 70% in FY08
 - Top Higher Education sales person in Q1 and Q2 of FY08
 - Responsible for over \$50 million in sales over 3 year period
 - Created Student Generated Content sales approach

- **Apple Inc.** | Regional Campus Representative | 2001 to 2005
 - Managed 5 student campus reps over 3 year period
 - Helped grow of a \$20 million/year territory in Southern California
 - Created innovative marketing and sales approach that beat sales target for 3 consecutive years
 - Launched an advertising campaign used in the Western United States for Apple's Higher Education Division

- **UC Irvine Bookstore Marketing** | Marketing Coordinator | 2001 to 2005
 - Assembled and managed team that rebranded the store and book.uci.edu with lifestyle branding
 - Grew online sales numbers by 1,000% in 2 year period
 - Planned and executed 15 successful marketing and advertising campaigns

- **TechRoom Inc.** | Account Executive | 2003 to 2005
 - Successfully met sales target that generated more than 50% of company revenue
 - Increased the revenue per transaction by more than 10%
 - Created and grew a regional channel for small business by 130% and individual referrals by 200%

Education**University of California Irvine, Irvine, California**

Bachelor's Degree in Social Sciences June, 2005

Major: Economics

- Dean's List
- Upper Division Advertising: Lecturer's Choice Award

Community Service

- Over 150 hours of volunteer service for the S.H.A.R.E tutorial program
- Developed leadership skills as a team volunteer leader and as a role model to children in the program
- Acted upon my moral and ethical duties to build a better community for future generations

References available upon request or watch online at www.jeffmonday.com**Creative. Tenacious. Effective.**