

**Yvette Ludwig**  
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### **Value Offered**

- Twenty plus years of sales, business development and marketing experience.
- Well-rounded network of clients and contacts in commercial and other affiliated industries.
- Builds market position by locating, developing, defining, negotiating, and closing business relationships.
- Highly motivated, enthusiastic, and result driven professional.

### **Professional Experience**

- Accountable for bringing in new business and building long term relationships.
- Responsible for closing new business deals by coordinating requirements; developing and negotiating contracts; integrating contract requirements with business operations.
- Attend industry functions and conferences to aggressively pursue and target potential clients.
- Consult with senior level management on business trends and work as a team to develop new services for existing and potential clients.
- Accountable for identifying trendsetter ideas by researching industry and related events, publications, and announcements; tracking individual contributors and their accomplishments.
- Manage the screening of potential business deals by analyzing market strategies, deal requirements, potential revenue, and financials.
- Implemented and customized Salesforce and Spiro customer relationship databases to track bids, sales, and clients.
- Responsible for creating CRM procedures, training and maintenance.
- Manage CRM system and generate custom weekly progress, pipeline and trending reports.
- Responsible for developing a schedule to update job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks; and participating in professional organizations.
- Development and implementation of marketing materials for print and digital distribution.
- Responsible for all corporate event planning.

- Manage all trade show setup and follow up activities.
- Responsible for creating social media content and posting.
- Design and creation of marketing collateral.
- Designed and created content for new company web site and worked with vendor to make it a reality.
- Created and implemented several marketing campaigns to generate company interest.

## Employment History

<b>American Wholesale Lighting</b> Director Business Development and Marketing	2020 to 2022
<b>Horizon Retail Construction</b> Business Development Manager	2015 to 2020
<b>Corcon</b> Director of Business Development	2014 to 2015
<b>Specialty Lighting</b> Director of Business Development	2012 to 2014
<b>Tricarico Architecture and Design PC</b> Marketing Manager	2004 to 2012
<b>Monsen Engineering Company</b> Marketing Manager	1994 to 2004

## Skills and Qualifications

Closing Skills, Motivation for Sales, Prospecting Skills, Sales Planning, Selling to Customer Needs, Market Knowledge, Presentation Skills, Professionalism

## Technical Skills

- Salesforce and Spiro Customer Relationship Software (CRM)
- Microsoft Word, Excel, PowerPoint
- Adobe

## Professional Affiliations

- ICSC - International Council of Shopping Centers
- WFAS - Wayne Township Memorial First Aid Squad (EMT)