**Darcy Rogers**

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**SUMMARY**

Goal-oriented, sales & marketing driven professional with a proven track record of success. Proactive, strategic thinker with focus of quota attainment. Exceptional work ethic, competitive personality and proven ability to achieve revenue goals.

**PROFESSIONAL EXPERIENCE**

**Newkirk Products,** Albany, NY

***Marketing Specialist/Inside Sales March 2014 - Present***

* Service existing accounts in the Accounting, Financial and Banking industry in the Midwest territory.
* Drives new business/customer development to meet weekly, monthly, and annual sales goals
* Prospect for new business by cold calling, networking, attending conferences, and referrals.
* Work with graphics and communication department to jointly development effecting marketing campaigns.
* Maintain a healthy pipeline of prospects and managing progress in CRM.

**NYPA,** Albany, NY

***Marketing Strategist/Sales Consultant June 2011- March 2014***

* Prospect for new clients for the NY Advertising Networkfor regional, state and national advertising.
* Consult with current clients on marketing strategies to assure ad campaign is successful.
* Assist clients with preparing press releases.
* Process credit card payments, insertions orders, and display advertising paperwork.
* Discuss and recommend changes to ad copy.
* Presentations to potential clients.

**Liberty Mutual,** Latham, NY

***Claims Representative September 2010-June 2011***

* Obtain information and maintain records of accidents or personal property losses policyholders and claimants through telephone and written reports.
* Arrange appraisals, review appraisal reports and communicate with policyholders, claimants, physicians, medical providers, attorneys and repair shops.
* Secure essential facts about accidents, assess liability and compensability, negotiate settlements and explain denials to policyholders and claimants.
* Register claims, update status notes, establish target dates, communicate with other, schedule appointments and release payments on an automated system

**Jiminy Peak Resort,** Hancock, MA

***Sales Manager August 2009- May 2010***

* Solicit new and existing accounts to meet/exceed revenue goals through telephone solicitation, outside sales calls, site inspections, internet prospecting, electronic media and written communications.   
  Prepare correspondence to customers, internal booking reports and file maintenance
* Oversee all meetings, retreats, and conferences from start to finish.
* Attend trade shows; community events, sales missions/blitzes and industry events   
  keep in contact with local companies as well as the top companies of the region and state, training organizations. Determine the extent of the conference business and prioritize those companies with the most potential. Develop good relationships with meeting planners.

**Times Union Center,** Albany, NY

**Group Sales Manager February 2003-May 2008**

* Develop and implement marketing plan and promotions for group sales events and meetings.
* Create marketing materials including brochures, flyers and presentation tools
* Conduct presentations to corporations for corporate sponsorships and/or group tickets
* Negotiate advertisement agreements in the annual group sales portfolio.
* Maintain, develop and service the diverse client base which includes corporations, associations and government.
* Participate in trade shows, chamber functions and other community events

**EDUCATION**

**Sage Junior College of Albany,** Albany, NY

***Associates Degree in marketing May 1994***