

# MELINDA VARGAS

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## REGIONAL / NATIONAL / INTERNATIONAL SALES MANAGER

*Fueling Beauty Product Sales through Domestic and International Distributor Networks*

**E**ntrepreneurial-spirited sales and marketing executive with more than 20 years of progressive leadership experience in the beauty products industry. Leverages extensive industry knowledge, business development acumen, and exceptional relationship management skills to build, cultivate, and manage highly profitable distributor relationships across expansive domestic and international markets. Strong track record of accelerating sales, capturing market share, and driving pace-setting growth under the most challenging market conditions. Demonstrates a natural talent for fostering collaboration and building consensus with diverse stakeholders to achieve robust goals and objectives.

### AREAS OF EXPERTISE THAT DRIVE TANGIBLE GROWTH

- |  |  |  |
|--|--|--|
| <input checked="" type="checkbox"/> New Business Development       | <input checked="" type="checkbox"/> Distributor Management           | <input checked="" type="checkbox"/> Extensive International Exposure |
| <input checked="" type="checkbox"/> Strategic Planning & Execution | <input checked="" type="checkbox"/> Distributor Education & Training | <input checked="" type="checkbox"/> Product Innovation & Launch      |
| <input checked="" type="checkbox"/> Brand Positioning & Messaging  | <input checked="" type="checkbox"/> Marketing, Promotions & PR       | <input checked="" type="checkbox"/> Client Needs Assessment          |
| <input checked="" type="checkbox"/> Profit Margin Optimization     | <input checked="" type="checkbox"/> Crisis Management                | <input checked="" type="checkbox"/> Sales Forecasting & Budgeting    |

### PROFESSIONAL EXPERIENCE

PRESTIGE BEAUTY BRANDS, INC., Los Angeles, CA

2004 to 2013

*A manufacturer and marketer of high-quality beauty products for hands and feet with annual sales of \$60 million.*

#### **NATIONAL SALES MANAGER (2009-2013)**

Led the development and implementation of sales, marketing, merchandising, and pricing strategies to maximize sales, revenue, and profitability with network of as many as 13 domestic distributors, which included 3 high-profile, large-volume Asian distributors. Continually strengthened distributor relationships through proactive management and by maintaining open and ongoing communications to assess and address needs. Developed and executed distributor education initiatives to optimize brand visibility and expand product sales with retail customers. Managed both U.S. and International territories from October 2007 to April 2008.

**Key Challenge and Outcome:** *Maintained confidence and trust of distributors and salon owners during a challenging period when product availability fell significantly behind customer demand. Mitigated negative business impact through proactive conversations with distributors to collect essential, fact-based input for developing highly accurate forecasts.*

- **Increased annual sales by 24% in 2011 and by 47% in 2012** through implementation of customer-specific incentives, including core product discounts, creative merchandising materials, and promotional events.
- **Reversed 20% business decline with assigned distributor and fueled 33% growth within a 2-year period (2009 -2010)** through stronger store incentives, exclusive promotions, and trade show participation.
- **Consistently maintained margins ranging from 52%-59%**, which exceeded company target goals.
- **Opened 2 U.S. distributors that generated \$750,000 in incremental sales within the first year.**
- Implemented rebate program that **fueled a 44% increase in core business (2010 vs. 2009)** with 3 large-volume Asian distributors.
- **Developed comprehensive strategy** for growing sales, improving communications, and driving brand awareness with distributor franchisees; directed attention and resources to top volume producers, **resulting in 17% sales growth.**

#### **PERFORMANCE OVERVIEW**

- Strengthened relationships with top distributors in both the U.S. and abroad
- Delivered consistent increases in annual sales growth
- Developed innovative revenue-generating programs
- Created comprehensive strategies that enhanced brand awareness and propelled sales

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### INTERNATIONAL ACCOUNT MANAGER (2004-2007)

Traveled extensively throughout Europe to manage relationships with distributors in 15 countries, which accounted for 68% of all European sales. Worked closely with nail & beauty magazine editors in Europe to maximize PR exposure. Organized and facilitated training for new and existing distributors and coordinated backstage nail applications at major fashion shows.

**Key Challenge and Outcome:** Overcame major 2-month disruption in production, following the relocation of manufacturing and production facilities, to preserve a positive distributor outlook. Successfully averted a potentially devastating business setback by maintaining adequate stock levels across Europe, which entailed analyzing distributor inventory levels and proactively coordinating sales between distributors.

- **Grew overall regional sales to \$7.2 million** at annual rates ranging from 12% to 38%.
- Identified and opened distributors in Romania and Netherlands, including one that replaced a terminated distributor, which was instrumental in diffusing a volatile market situation and stabilizing the customer base.
- **Received 2005 Colomer Award** for facilitating the largest number of international training sessions in the company to date.

### REGIONAL SALES MANAGER (2004)

Proactively managed 7 domestic distributors in Southwestern and Midwestern U.S., which included planning promotional and advertising activities and providing ongoing product education. Worked with distributors to achieve sell-in and sell-out targets.

- **Exceeded performance goals for 2 consecutive quarters**, maintaining margins well above company target goals.
- Successfully launched newly developed UV Gel system and entire Prestige brand with a major distributor.

SAGE SKIN CARE, Redondo Beach, CA

2001 to 2004

*A manufacturer of a microdermabrasion system for both the consumer and professional markets.*

### REGIONAL SALES MANAGER, U.S.

Brought on board to market a new microdermabrasion system in the professional market, which was originally designed for home use. Managed relationships with professional and retail distributors, including the company's largest volume professional distributor and major retailers. In addition, supervised sales activity of group of independent manufacturers' reps.

- **Restored and preserved relationship with one of the world's largest beauty chains**, with 2300 locations worldwide, to successfully maintain a shelf presence that is still in place today.

ARQUETTE BEAUTY SUPPLIES, Escondido, CA

1995 to 2000

*Developer and distributor of beauty products sold in retail stores and professional beauty supply stores globally.*

### REGIONAL SALES MANAGER (1997-2000)

Managed 30 domestic professionals and 150+ OTC distributors. Assisted marketing department in the design of products and promotions. Coordinated all trade show and educational activities at the distributor level and managed sales budget. Worked closely with groups of manufacturers' reps. Successfully launched UV Gel product line in 2001-2002.

- **Consistently achieved sales targets**, maintaining average annual growth of 4%-8%.

### DIRECTOR OF EDUCATION (1995-1997)

Developed class formats and curriculum for team of 25 to 30 educators. Executed the first national educational training program and implemented/managed international educator training in Asia and Europe. Worked closely with international and Asian distributors in the U.S. to customize educational programs to specific market needs. Appeared as guest artist and spokesperson at domestic and international trade shows. Provided editorial content for professional nail magazines.

- Redesigned trade show presence, which **ignited 28% sales growth in 1998 vs. 1997.**

**EARLIER CAREER SUMMARY:** Owned and operated 2 retail beauty businesses from 1986 to 1997. Established and built a nail salon from the ground floor, with business partner, and grew it into a thriving enterprise that generated more than \$150,000 in annual revenue. Prior to this, purchased a Merle Norman franchise and, within 2 years, built it into one of the highest volume stores (top 10%) out of 2500 locations in North America.

## EDUCATION & LICENSURE

## EXPLANATION OF STRATEGY

While Melinda's sales management skills are transferable to just about any type of business, her passion, knowledge, and wide breadth of experience in the beauty industry are instrumental to her unique personal brand. To reinforce this brand, I felt it was important to incorporate a subtle use of color and graphics that reflected the importance of aesthetics in the beauty industry.

Melinda has progressed along a strong linear career path since opening her own Merle Norman cosmetics franchise 27 years ago. Over her career, she has achieved considerable success within the industry as both a business owner and sales manager. Her sales accomplishments are intrinsically tied to her passion for the business, her extensive product knowledge, and her deep understanding of the needs of both domestic and international distributors. These elements, which differentiate her from her peers, were an important part of structuring this resume.

During my interview with Melinda, she mentioned two specific challenges that she faced in her most recent positions. While she had not given too much thought to either of these, prior to our conversation, I thought that they were a very important part of her value proposition and represented her true capabilities as a sales manager. Therefore, I decided to draw attention to each of these by detailing them in separate text boxes entitled "Key Challenge and Outcome".

I also wanted to give the reader a snapshot of Melinda's diverse capabilities as a manager. To do this, I included a text box with the header "Performance Overview" in the bottom right-hand corner of page one. The highlights included in this text box tie into specific accomplishments detailed throughout her resume.