

## ROBERT A. FINDLAY

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### Sales & Marketing Manager

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*Solid revenue producer with award-proven track record of success streamlining and restructuring processes while increasing profits in high-end sales. Artfully orchestrates the entire sales process from prospect identification through market launch, customer capture, customer retention, and product delivery. Top-flight presentation, negotiation, closing, and customer service skills. Self-motivated with strong problem-solving skills. Erudite, personable, positive, and outgoing. Highest ethics and integrity.*

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### CORE SKILLS / ATTRIBUTES

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- Business Development
- High-Impact Communications
- Consultative & Direct Sales
- Customer Relationship Management / CRM
- Strategic Marketing Techniques
- Team Building / Team Leadership
- Training Development & Implementation
- Computer Proficiencies: MS Office (Word, Excel, PowerPoint, Outlook), Lotus Notes

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### PROFESSIONAL EXPERIENCE

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PARK PLAZA GALLERIES — Dallas, TX; 2007–Present  
ROYAL CARIBBEAN INTERNATIONAL — San Francisco, CA  
HOLLAND AMERICA CRUISES — Seattle, WA  
*Department Head & Principal Art Auctioneer* 9/2007–Present  
*Associate Auctioneer* 7/2007– 9/2007

Planned and conducted high end art auctions and VIP events for a prestigious fine art gallery aboard major international cruise vessels. Art work included pieces by Picasso, Chagall, Dali, Miro, Rembrandt, Goya, and Max. Managed, led, and trained a multi-talented team of 3 auctioneers, 1 art steward, 2 computer techs, 2 registration, and 8 art movers in consultative / direct sales, customer service, and art history.

- Challenged with targeting fine art market clients, cultivating customer loyalty for repeat sales and referral business, and optimizing these relationships for revenue growth and continuous process improvement.
  - Created exciting new marketing strategies for discounting select artists each month that generated 30% more revenue fleet-wide.
  - ~ Promoted awareness of key programs, quality, and brands through regular technical sales team training and through art history seminars for groups of up to 1100 clients and sales personnel.
  - Remarkable sales performance awarded with fast track promotions and sales awards:
    - ~ Advanced from Associate to Principal Auctioneer after only 2 months of service, then to Department Head after producing astonishing sales results.
    - ~ Rookie of the Year, Highest Target Revenue, Highest Approval Rating, and Most Improved Revenue Awards.
- Other record-breaking sales numbers include:
  - Increased revenue by an average of 300%.
  - Averaged \$10K in monthly commission-based sales.
  - Sold an average of \$80K weekly in various art mediums.
  - Sold as much as \$200K in a 7 day period.
  - Highest personal, private collector sale was \$180K...

PANOFF PUBLISHING INC. 2006–2007  
CARNIVAL CRUISE LINES FT. LAUDERDALE, FL  
***Department Head / Port Shopping Guide***

Managed marketing and publicity for nearly 40 Caribbean port merchants and directing high-end jewelry sales aboard Carnival cruise ships. Designed and developed high-impact multimedia campaigns — including flyers, handouts, direct mail marketing, and PowerPoint presentations at public speaking opportunities — targeting port merchants, ships' passengers, and potential Carnival Cruise customers. Oversaw stores in closing sales and reconciliation. Handled customer service issues including rates of exchange, customs regulations, and "best deal" locations.

- Hit quota 100% of the time, selling an average \$40,000 of jewelry weekly.
- Accomplished Public Speaker, with several SRO engagements, including Auctioneer's Conference "Keys to Success."

ELDORA SKI RESORT — ELDORA, CO 2003–2006  
***Marketing Manager***

Charged with recruitment, training, and management of 12 Marketing Reps. Promoted awareness of ski resort activities, amenities, attractions, services, and products.

- Restructured marketing program to encompass nationwide and local demographics and socio-economic makeup of clientele.
  - Achieved 100% team sales by increasing the daily volume of skiers.
  - Fast-track promotion from Human Resources to Assistant Marketing Manager and Marketing Manager.

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## EDUCATION

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University of Kentucky, Lexington, KY — Bachelor of Arts 2000-2004  
Major: Music Performance, 3.8 Average GPA

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## COMMUNITY SERVICE

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MAKE A WISH FOUNDATION 2008  
***Volunteer Auctioneer***

- Raised over \$110K for the children's charity while conducting benefit auctions.

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## ADDITIONAL EXPERIENCE

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CARNIVAL CRUISE LINES — Miami, FL 1/2006–6/2006  
***Show Band Musician (Lead Trumpet Player)***

- Promoted company services while entertaining over 1000 passengers daily during cruise shows and parties.