

David Adam DaVeiga

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Portfolio URL: www.InksideUp.com

Profile: Highly effective, proactive, adaptable and artistic “can-do” marketing and sales professional with the ability to quickly build rapport, obtain critical information, and establish productive relationships.

Education

Fairleigh Dickinson University, Madison, NJ

Student, Sept. 2004 – May 2009, Graduated Cum Laude, fulfilling requirements for two degrees:
Bachelor of the Arts in Graphic Design and Bachelor of the Arts in Animation

Area of Expertise

- Proficiency in Adobe Creative Suite (Photoshop, Illustrator, Muse, InDesign, Flash) and 3ds Max (PC & Mac)
- Experienced with Office Suite (Word, Excel, PowerPoint, Outlook), also CRM (Salesforce, Connectwise).
- Experience with popular social networking media (Facebook, LinkedIn, YouTube), also PC hardware

Relevant Marketing & Sales

American Home Contractors, New Providence, NJ

Regional Director of Marketing, Aug. 2012 - Present

- Generated leads door-to-door, at public events, cold calls, and by e-mail blast campaigns for middle to high-end, energy-efficient home remodeling products and services. Researched, coordinated, and operated interactive demonstration booths for different product lines at public events, such as large conventions and popular state-wide street fairs and events. Determined geographical relevance for niche-building in different New Jersey communities based on overall need, credit scores, and age of homes in specific neighborhoods.
- Supported Sales team by compiling detailed notes based on homes, neighborhoods, and conversations had with prospects in SalesForce.
- Managed and trained new hires in Marketing on products, installation methods, company values, and protocols, as well as rapport building techniques for residential canvassing.
- Designed marketing collateral including e-mails and contact sheets, also photographed and compiled “before & after” photographs for web gallery and print. Also prepared scripts for cold calls and other necessary applications.
- Other responsibilities: in-home presentations, research of new products, selling methods, and answering questions and requests over the phone. Networked and attended sales seminars offered for greater product competency.

Power Home Remodeling Group, Cranford, NJ

Senior Marketing Associate, Aug. 2010 – Nov. 2010; April 2011 – Dec. 2011

- Generated leads door-to-door, at large public events, and in BJ's Wholesale and Sam's Club locations for high-end, energy-efficient home remodeling products and services. Consistently exceeded the predictable daily office average of 1.9 – 2.5 leads per marketer. Currently holds multiple, “current records” for the number of leads generated daily in several NJ retail locations.
- Acquired 82 retail leads in only two weeks (office average 15-25 p/week), while exceeding an expected product demonstration efficiency of 35% (predictable target %). Currently holds Cranford office's only current “40/40 Club” record in Retail Marketing: Previously only accomplished by 3 Cranford Field Marketers.
- Managed interactive demonstration booths and provided information on energy-efficient product lines, while coaching teams of 2-3 junior marketers at large conventions and public events.
- Assisted Managers by training rookie Retail Marketers and sharing acquired rapport and trust building techniques.

Home Remodeling Consultant (Account Executive), Nov. 2010 – April 2011

- Closed over \$150,000 in Q1 of 2011 in high-end, energy-efficient home remodeling services in a depressed economy using a “one-call close” direct sales model through effective, highly-interactive product presentations.
- Closed 50% of leads in Q1 of 2011 with “\$ per lead issued” roughly \$1600 (Office average = \$1200).

LabVantage Solutions, Bridgewater, NJ

Marketing and Graphic Design Intern, May 2006 – Aug. 2006

- Assisted Marketing team by conducting cold-calls, market surveys, and email blast campaigns. Updated Sapphire LIMS marketing collateral including white pages, PowerPoints, website images. Also digitally archived client records.
- Gained a detailed understanding of market research and lead generation processes.

For portfolio and other career history visit www.inksideup.com