

Marcella Sohal

Regional Sales Manager

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📍 1600 Pennsylvania Ave,
Philadelphia, PA 19103

EDUCATION

Bachelor of Science in Business Administration at University of Pennsylvania

Aug 2013 - May 2017

Some skills I've learned are critical thinking, problem solving, and time management.

LINKS

[linkedin.com/in/marcellasohal](https://www.linkedin.com/in/marcellasohal)

SKILLS

Communication

Presentation Skills

Negotiation Skills

Time Management

Organization

Customer Service

Sales

LANGUAGES

English

Japanese

HOBBIES

Organizing social events

Playing tennis

Hiking

PROFILE

I am a Regional Sales Manager with over 5 years of experience in the industry. I have had great success working with clients and managing sales teams. I am very passionate about my work and take pride in providing excellent customer service. I am also highly organized and efficient, which has helped me to achieve success in this field.

EMPLOYMENT HISTORY

● Regional Sales Manager at Aramark, PA

Jun 2022 - Present

- Achieved quarterly sales targets for the past 4 consecutive quarters.
- Grew market share in the Northeast region by 2% last year.
- Increased product awareness in the Southeast region by organizing and leading 3 trade shows.
- Trained and developed 5 new Sales Representatives, who are now top performers in their territories.
- Negotiated key contracts with major customers that resulted in \$2M in annual revenue.

● Senior Regional Sales Manager at Cracker Barrel, PA

Jul 2017 - Apr 2022

- Exceeded quarterly sales targets by 15%.
- Grew market share in key territory by 3%.
- Launched new product line and achieved 20% penetration within 6 months.
- Negotiated and secured exclusive distribution rights for major brands in 5 states.

CERTIFICATES

Certified Sales Professional (CSP)

Mar 2021

Certified Regional Sales Manager (CRSM)

Jan 2020

MEMBERSHIPS

American Management Association

The National Sales Management Association