

# RONI CASALE

Atlanta, GA

504.231.7664 - [ronicasale@gmail.com](mailto:ronicasale@gmail.com)

OBJECTIVE : A challenging position that uses my sales and training experience to develop and maintain relationships while strengthening the corporate culture and increasing the bottom line and customer retention.

---

## PROFESSIONAL EXPERIENCE:

### 2018 – Present **Field Marketing Specialist - Cadence Gourmet, Atlanta, GA**

- Leverages relationships at the store, district, and divisional level to recommend strategies to improve store execution and results
- Recruit, manage, coach, train, develop and manage a team of Field Marketing Specialists to execute retail store programs in assigned areas and to achieve sales objectives
- Responsible for managing Field Marketing Specialist in the Eastern United States and collaborating with the Vice President Operational Sales to achieve sales objectives and associated targets
- Successfully increased sales in five states exceeding client sales goals

### 2014 – 2018 **Independent Sales Consultant - Vendor Representative, Atlanta, GA**

- Showcase and demonstrate products and services at wholesale clubs/retailers/trade shows
- Responsible for show set-up, tear down and merchandising of the booth
- Sales events average 5-14 days in length

### 2010 – 2014 **Territory Manager - High Road Craft Ice Cream, Atlanta, GA**

- Marketed and sold specialty ice cream/sorbets to restaurants / local hot spots from cold call to close and customer management increasing monthly distribution sales from zero to \$30,000
- Promoted to Distributor Representative, designed and implemented sales process for selling to regional distributors

### 2004 – 2009 **Franchise Owner - Global Relationship Centers, Austin, TX**

- Marketed and sold innovative, experiential personal development workshops that focused on personal responsibility in achieving one's goals and developing authentic relationships
- Successful franchise owner with proven success in using relationship selling to close both individual and corporate customers increasing student base through direct sales in new cities
- Selected for prestigious IC-Squared Program to train instructors and new franchise owners
- Helped increase student base through direct sales in new franchise cities
- Sold franchise at peak of market for 300% return on investment

EDUCATION: Associate of Science, Business Management, Mount San Antonio College, Walnut, CA