

STEPHEN B. CAPANO

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SALES / MARKETING / MANAGEMENT PROFESSIONAL

*New Business Development . Direct Sales, Online and In-person Demonstrations
Consultative & Solution Sales . Networking & Relationship Building*

PROFILE

Dynamic marketing, sales and management career increasing sales and performance in various industries. Remain on the cutting-edge of new technologies, driving new business through key accounts. Establish strategic partnerships and dealer relationships to increase channel revenue. Outstanding success in building and maintaining relationships with key corporate decision makers, establishing large-volume, high profit accounts with excellent levels of retention and loyalty. Exceptionally well organized with a track record that demonstrates self-motivation, creativity, technology, and initiative to achieve both personal and corporate goals.

PROFESSIONAL EXPERIENCE

Tectrix.info, Burlington MA – Small business solutions provider

10/09-present

Founded this small business owners technology and marketing service to stay active.

- Promotional videos and animation, technology marketing services for business owners.

Teleflora LLC, Los Angeles CA – Northeast Technology Sales Representative

2/04-9/09

Maintain over 100% to quota. Prospecting for customers making 50-200 phone calls per week to find interested business owners. Using online and in-person demonstrations for individuals and groups to sell proprietary software. Total real time integration with my Business Computer and hand held device for seamless work flow and appointment scheduling. Up to 75% travel required for an 8 state territory. MA, ME, RI, CT, NH, VT, PA and Upstate NY.

- Online Live and recorded Demonstrations using ReadyTalk® and TeamViewer® applications. Advanced user slide shows and live demonstrations.
- Completely comfortable presenting software, hardware, and computer accessories necessary for any application. Ability to learn advanced features of all hardware and software components in a very short time and instructing others on their benefits of use in a simple, familiar fashion.
- A long track record of managing a large territory and database of clients and prospects.
- Implement importing Excel database into Microsoft® MapPoint to pinpoint and distinguish prospects and objectives quickly and efficiently. This became the standard for the teleflora field sales team.
- Utilize a recorded online demonstration for back-up of computer failure. No down time for demos.

Fashion Way Hair Design, Somerville MA – co-owner, marketing

11/06 – present

Promotional materials included in the advertising mix; TV spots, radio, local events, web site, facebook, t-shirts, custom business cards for each professional, postcards, and much more. My spouse is there for daily management, payroll, and accounting. Six (6) full time professionals open 6 days a week.

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Contour Design, Windham, NH - Channel Marketing Manager

2/02 - 12/03

Increase direct and channel partner sales to the Medical Industry for Ergonomic Computer Accessories Company. Target a broad market, meeting needs for customers that require more sophisticated marketing media. Interface directly with nurses and medical personnel to negotiate contracts, and coordinate fulfillment. Manage accounts, orchestrate press relations, and search for new business opportunities.

- Coordinated, attended, and maximized medical trade show exhibitions and promotional campaigns – 25% travel across US.
- Increased Value Added Reseller marketing program with custom media - 186% of quota - 1 year 331% sales increase.
- Created animated flash demonstration program for web and dealer promotion.
- Edited Press Releases and sending via email and press service.
- Spoke to press outlets and acquired other written article opportunities (using ghost writer) for our division.
- Assisted in developing new research studies that show health benefits of product use.

SAI, Waltham, MA - Senior Marketing Specialist

8/94 – 01/02

Coordinated thousands of promotions for various companies large and small. Produced trade show promotions, exhibits, clothing, corporate merchandise, direct mail promotions, point-of-purchase displays, incentive programs, executive gift programs, award and recognition programs, presentation kits, packaging, and more. Implemented many new technologies for a 30 year old business in top 5% of the industry nationwide. Created Bentley College marketing intern program connecting computer savvy students and struggling SAI senior staff. Trained associates and interns in new software computer research technologies.

STRUCTURE, The Limited Inc. (various locations) - Store Manager - Retail Clothing

Recruited and trained more than 300 people for management and sales positions.

CLoZ, Methuen Mall, Methuen, MA - Store Owner and Operator - Retail Clothing

Coordinated concept, business plan, construction, marketing, purchasing, and every facet of store opening, and operation.

EDUCATION

University of Massachusetts College of Engineering

Merrimack College Business Management

Northeastern University Management Information Systems

Sandler Institute Psychology of Sales Training for Professional Salespeople

TECHNICAL SKILLS

Extensive software, internet and online demonstration knowledge and advanced graphic design capabilities. Microsoft® Office suite, ReadyTalk®, TeamViewer®, Adobe® Photoshop, direct mail, group email, Contact Management software (Act, Goldmine, Outlook Calendar with Business Manager), Web page Creation, management, and FTP, Promotional Video editing, Embedding Videos into web, much more. Capable of learning new computer software & techniques quickly, with or without documentation, and training others on these acquired skills.

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