

M A R T I N L E T T V I N

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PROFILE

TECHNOLOGY FLUENT · ADMINISTRATIVE MAVEN · ACCOMPLISHED SELLER · DETAILED REPORTER · FREELANCE CONSULTANT

Multidisciplinary background in administrative coordination, graphic communication, document typesetting, data management and reporting, live presentation and outside sales. Extracurricular consulting relationships have yielded over five years of freelance experience in technology support and pre-press design work primarily within the real estate construction and home remodeling industries. Adaptable to a variety of business cultures, work environments and technology infrastructures, with advanced familiarity on Windows, Linux, OSX, and most productivity software packages. Familiarity with VBA functions and macro development for task automation, and advanced typing skills (80wpm/7,000kph) for rapid document production and data entry. Relevant disciplines include, but are not limited to advanced spreadsheet development, data analysis and conversion, meeting coordination, calendar management, presentation preparation, oral transcription, proofreading, editing, and digital document archival.

EXPERIENCE

OUTSIDE DIRECT SALES REPRESENTATIVE - VITAMIX CORPORATION (CLEVELAND, OH) - FEBRUARY 2013 TO JANUARY 2014

- Brand ambassador for recognized world leader in blending technology
- Setup and management of direct sale format retail and trade shows
- Enthusiastic stewardship and communication of brand identity
- Engagement and interaction with buyers via live mic demonstrations
- Interactive humor and alignment techniques to explain product features
- Reinforcement of product strengths by translating features into benefits
- Development of neurolinguistic skills and advanced closing techniques
- Achieved average sales velocity of approximately \$500,000 per annum

OUTSIDE DIRECT SALES REPRESENTATIVE - BLENDTEC CORPORATION (OREM, UT) - AUGUST 2011 TO NOVEMBER 2012

- Retail promotion of brand and direct sale of various product offerings
- Management of kiosk setup, inventory staging, teardown and shipping
- Establishment of customer rapport to introduce product features
- Provision of intermediate technical support and troubleshooting
- Infotainment techniques presented with live product demonstrations
- Preparation of high quality product samples to demonstrate versatility
- Development of applied neurolinguistic patterns and closing techniques
- Achieved average sales velocity of approximately \$400,000 per annum

CAD DRAFTING SUPERVISOR - REX ELECTRIC AND TECHNOLOGIES (CHICAGO, IL) - JANUARY 2008 TO APRIL 2010

- Management of electrical contractor drafting and printing department
- Preparation and final submittal of CAD based as-built shop drawings
- Accurate geometric dimensioning, scaling, tolerancing and annotation
- Established department guidelines for digital blueprint archival
- Participation in coordination meetings with other contractors as needed
- Resolution of potential structural conflicts with other construction trades
- Development of custom project database to monitor turnaround metrics
- Collation and archival of final document submittals on over 125 projects

IT CONSULTANT / FINANCIAL ANALYST - LETTVIN DEVELOPMENT COMPANY (CHICAGO, IL) - DECEMBER 2004 TO NOVEMBER 2012

- On-call technology troubleshooting, diagnosis and hardware repair
- Management of cloud-based file services, data redundancy and backup
- Development and administration of custom buyer selections database
- Website development and administration to maintain online presence
- Financial reporting and reconciliation of monthly contractor T&M costs
- Custom general ledger development on multiple construction projects
- Design and preparation of monthly bank/investor draw statements
- General accounting responsibilities in QuickBooks AR/AP and invoicing

ADMINISTRATIVE ANALYST - PROGRESSIVE RETAILERS ORGANIZATION (NORTHBROOK, IL) - MARCH 2004 TO DECEMBER 2004

- Spearheaded redevelopment of performance figure indexing reports
- Analysis of current vs. historical monthly, quarterly, and yearly sales
- Improvement and streamlining of monthly sales commission process
- Monitoring year-to-year performance of assorted vendor product lines
- Basic accounting, AR/AP, payroll, invoicing and expense reporting
- Promotional marketing material development, production and collation
- Flight scheduling and itinerary preparation for executive officer travel
- Miscellaneous administrative and office responsibilities as needed

CREDENTIALS

CERT. MECHANICAL DESIGN DRAFTER · OAKTON COMMUNITY COLLEGE · DECEMBER 2011
CERT. MICROSOFT OFFICE SPECIALIST · WORD, EXCEL, POWERPOINT, OUTLOOK · JANUARY 2007
ASSOCIATE OF LIBERAL ARTS · OAKTON COMMUNITY COLLEGE · MAY 2002

Thanks for reading!