

SHERRY WEEKS
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PROFESSIONAL EXPERIENCE

2/2006 – 4/2008 Creative Landscaping & Designs Fort Myers, FL

Sales Manager

- Met with residential and commercial clients to establish needs, prepared landscape design using computer software, met with customer for lap-top design presentation and closure of sale.
- Plans take-offs, pricing, preparation of quotes and contracts, coordination of job from start to finish.
- Responsible for promoting the company through active membership in the Lee Building Industry Association (ie. Chair Cornerstone Committee/Recruiting, participation the two Builder's Care projects and sponsorship and participation in the Commercial Contractor's Showcase).
- Participation in planning, set-up, direct sales presence and follow-up for The Home & Garden Shows held at Harborside. (Trade Show)
- Located and ordered materials, coordinated deliveries. Set up purchase order procedures.
- Trained new designers and sales staff.
- Coordinated jobs between owner or builder, job superintendents, architects, suppliers, sub-contractors.
- Responsible for setting up "No Cuts" before job started.
- Responsible for billing and accounts receivable.
- Responsible for quality control (ie. successful inspections).

1/2004 – 2/2006 Salmon Development Corporation Jamaica, NY

Project Manager

- Marketing of Florida & Jamaica, W.I. real property in New York, primarily land sales and new construction.
- Responsible for location, acquisition and transfer of Florida properties.
- Responsible for financing approval.
- Responsible for promoting company to builders in Florida and negotiation of contracts and commission structures for agreements made.
- Seminar speaker on opportunities in Florida real estate.
- Traveled with clients from New York to Florida to close contracts, including all travel arrangements.
- Conducted intensive research throughout the country, advising broker as to which real estate markets should be ventured into in the future and assisted with all plans for implementation.
- Contract preparation, purchase agreements and listings as well as accounting.
- Establishment of Broker Cooperation Program and coordination between branch offices and HQ.
- Staff recruitment and training.

10/2002 – 12/2003 Foods of Tuscany, Inc. New Windsor, NY

Project Manager

- Production and implementation of all materials for sales department, including web site, brochures, price lists, flyers and correspondence.
- Analyzing, forecasting and tracking of all sales by region.
- Coordination between sales department, production and distributors, countrywide.
- Sales

6/2002 – 8/2003

Kahn Realtors, Inc.

Newburgh, NY

Sales Assistant

- Production and distribution of materials for sales department including brochures, mailings, flyers, newspaper ads, direct mail and individualized community web site for agents.

1997 – 2002

SRI Group, Inc.

Fairfield, CA

Marketing Promotions Coordinator & Director of Sales & Catering

- Development, production, training, implementation and tracking of all marketing programs for Sports Restaurant, Inc. (seven locations) and SRI Golf (golf course pro shop). Carried out all promotions from A to Z, including management and staff training as well as development and creation of materials needed.
- Guest service training for all staff (“Exceeding Expectations”).
- Product and service merchandising, including menu development, point of purchase displays, promotional materials and advertising.
- Responsible for planning, promoting and coordinating all special events (ie. Golf Tournaments, Special Appearances, Grand Openings, Fundraisers, Banquets, Weddings, Business Meetings, etc.)
- Designed and created web site.
- Community relations (ie. Chamber of Commerce, press relations).
- Prepared, distributed and follow up on all press releases.
- Developed job descriptions and training manuals for catering sales department.
- Responsibilities included sales productivity, marketing strategies and goal setting.
- Promoted staff morale and incentives, planning of staff meetings and parties, including materials.
- Research, creation and implementation of individualized marketing plans for each location.
- Coordination between sales staff, management and kitchen.
- Assisted Director of Food & Beverage with budgeting and general management tasks.

1984 – 1997

Weeks Landscaping of Fort Myers, Inc.

Fort Myers, FL

Owner Partner/Operator

- Responsible for marketing and sales.
- Plans, take-offs, pricing, contract preparation, sub-contractor coordination.
- Customer contact, from design inception to job completion.
- Responsible for job meetings, billing, final walk-through, warranty issues.
- Procurement of all materials, vendor contacts, scheduling, purchase orders, supervision of installation, plant placement, identification, procedures, etc.
- Staff hiring, termination, direct supervision, scheduling, benefits, evaluations.
- Supervision of tax preparation, accounting, bookkeeping, office management.
- Established government contacts and put into place procedures for attainment of government contracts. Handling of all paperwork and recordkeeping involved.
- Advertising, public relations, ie. Chamber of Commerce and Lee Building Industry Association.
- Trade Shows – Planning, coordination, set up and direct sales presence.
- Seminar speaker.

1982 – 1984

McDonald's Corporation

Fort Myers, FL

Community Relations Representative (Corporate)

- Planning, implementation and tracking (ROI) of all in-store advertising, promotions, coupons and special events for nine locations.
- Responsible for successful grand openings, Ronald McDonald appearances, representation of McDonalds in local parades.
- Supervised representatives at each location who assisted in carrying out in-store activities and promotions.
- Responsible for crew incentives and contests and the promotion of suggestive-selling.
- Responsible for placement of Point of Purchase in-store displays and product merchandising.
- Responsible for local level fundraising for Ronald McDonald House.
- Coordination between advertising agency, corporate office and individual store managers.

EDUCATION

- Fort Myers High School, graduated 1981
- Florida Real Estate License
- Edison Community College, Accounting and Psychology courses.
- Walt Disney World, Landscape Magic

VOLUNTEER EXPERIENCE

- Junior League of Fort Myers, monthly newsletter and community fundraising events
- Edison Pageant of Light, decoration interior and exterior events, float participation
- Lee Building Industry Association, Co-Chair of the Cornerstone Steering Committee, Chair of the Cornerstone Committee "Recruitment", active participation assisting wherever needed.

References and portfolio available upon request.