

# Dennis Hange

3408 Richard Avenue | Grove City, OH 43123

330-465-1645 | dennis.hange@gmail.com

www.linkedin.com/in/dennishange

## Marketing | Business Development | Account Management

Delivering marketing success in both customer-facing marketing and sales support roles.

*Dennis has distinguished himself as a hard worker who does whatever it takes to accomplish a task or project ... He constantly went above and beyond the call of duty ... He takes great pride in his work and works very, very hard.* **Vince Mullet, President | Jordan Mullet, Marketing – Mullet Cabinet, Inc.**

## Core Competencies | Marketing Skills

- Client Management
- Project Management
- Sales/Marketing Concepts
- Creative/Strategic Selling
- Cold Calling/Telemarketing
- Budgeting/Expense Management
- Merchandising/Promotion
- Public Relations/Media Relations
- Social Media Strategies
- Product Introduction
- Market Analysis/Research
- Sales Presentations

## Professional Experience

**Altria Group** – Milford, Ohio

February 2010 to Present

*Parent company of Philip Morris USA, John Middleton, Inc., United States Smokeless Tobacco, Inc., Philip Morris Capital Corporation, and Chateau Ste. Michelle Wine Estates; recognized throughout industry for commitment to values and ethics.*

**Territory Sales Manager** – Columbus, OH

**Administer marketing and merchandising program lifecycle identifying opportunities and placing product in 120 stores throughout central Ohio;** accountable for territory generating approximately \$10 million annually; diverse account base comprises convenient stores, gas stations, and grocery stores/supermarkets.

**Scope of responsibilities include communications and relationship building with retail managers,** development and introduction of business plans and strategies increasing product and category profitability, and continued account management growing retail business and company market share.

- **Successfully increased product category volume 10%, including 2.5% increase in overall market share;** includes 30% volume increase and 4.5% market share increase of specific product; performance calculates to 3% market share capture from 2 large competitors.
- **Improved territory productivity by increasing contract penetration 4% for all 3 operating companies;** increased brand market share 2.5% through front-facing of product line and adding 37 new fixtures to territory.
- **Facilitated territory growth through development of relationships with retail managers** and subsequently delivering presentations addressing brand/product features and benefits.
- **Performance recognized with Leadership Foundation Award (nominated by colleague);** award recognized values in proactively sharing key product information with colleague in another district.
- **Clear contributor to 35 brand launches supporting all 3 operating companies.**
- **Enhanced communications and immediately established connection with retailer managers through creation of “welcome letter”** introducing new role as territory manager; correspondence overcame lack of communications between previous territory sales manager and retail managers.
- **Elevated business development productivity through system emailing retailers monthly promotions for all 3 operating companies;** collected email addresses for 70% of retail leaders, designed email correspondence and segmented stores based on contract levels.

## **Mullet Cabinet** – Millersburg, Ohio

January 2009 to August 2009

*Privately owned and operated custom high-dollar cabinet fabricating company (focusing on houses valued over \$200,000); presence east of Mississippi, primarily in Ohio.*

### **Marketing Administrator**

**Provided sales support and organized strategies developing new business and guiding traffic to showroom (design center);** created advertising/marketing and product communications as well as photographed new products and colors launched for sales presentations and company website.

- **Spearheaded development of marketing department leading to design of website, corporate brochures, additional trade shows, and design center grand opening (attended by 500 guests).**
- **Increased design center foot traffic through development of referral system with 12 local furniture businesses;** facilitated additional traffic through contribution to design of 3 custom billboards informing tourists about new design center features.
- **Collaborated with sales team on development of CRM (Customer Relationship Management) system, “Job Tracker”;** subsequently partnered with colleague on data mining new software as well as training of sales staff on software functions and features.
- **Worked with president and vice president on development of 2-year strategic marketing budget;** budget included flexibility for special marketing projects as well as rollover option for unused resources.
- **Teamed with external marketing company on design of 2 corporate brochures;** collateral assisted both inside sales and outside sales staff/dealers with selling cabinetry features/benefits.
- **Reduced expenses attributed to external marketing firm** through hire of direct report marketing intern to assist with graphic design (supporting marketing, sales, and new product teams).
- **Saved company \$5,000 annually through introduction of recycling program;** benefits included reduction of waste management bill as well as carbon footprint.

## **Creative Elements Furniture Studio** – Grand Rapids, Ohio | **England Custom Furniture** – Toledo, Ohio **Marketing Intern** (May 2008 to August 2008)

Assisted CEO with research projects (measured against industry benchmarks through channels of promotions, advertisements, and direct mailing); redesigned corporate website, [www.cefurnstudio.com](http://www.cefurnstudio.com) (included use of flash design); filmed and produced video testimonial movie featuring satisfied customers; represented Creative Elements with ABC Extreme Makeover Home Edition in Toledo, Ohio.

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## **Education | Professional Development**

### **Bowling Green State University** – Bowling Green, Ohio

**Bachelor of Science in Business Administration, 2008**

Major: General Business | Minor: Entrepreneurship

Intercollegiate Cross Country | Club Track Team | Society of Entrepreneurs | Collegiate 4-H

### **University of Rio Grande** – Rio Grande, Ohio

**Associates of Applied Science in Fine Woodworking, 2006**

**Dale Carnegie Training, Effective Communications and Human Relations, 2009**

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## **Technical Proficiencies**

PC/MAC | MS Office | Photoshop | Illustrator | Final Cut Pro | Customer Relationship Management (CRM)

Social Media (Twitter | LinkedIn | facebook) | Google Analytics | Search Engine Optimization (SEO)