JESSICA R. HOSFELD

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SUMMARY

Realtor & Marketing professional with experience in investment properties, single family homes, rehabbing, contract negotiations, print and online advertising, direct to consumer advertising, pricing, profitability, strategic planning, new product development, new product launch and promotion, orient sourcing, trend analysis, and sales forecasting.

EXPERIENCE

February 2009-Present **Keller Williams Realty Tri-County Properties** **Medina, OH**

Realtor – Single Family Homes & Investment Properties

- Investment specialist dealing with foreclosures, HUD homes, estates and short sales
- Listing and buyer's agent
- Million dollar producer first full year in real estate

October 2006-February 2009 **Salchak Realty Inc.** **Akron, OH**

Realtor – Single Family Homes & Investment Properties

- Investment specialist dealing with foreclosures, HUD homes, estates and short sales
- Listing and buyer's agent
- Million dollar producer first full year in real estate

February 2004-June 2005 **Little Tikes-Division of NewellRubbermaid** **Hudson, OH**

Associate Product Manager- Juvenile Furniture Category (Plastic & Wood) - Product Line $28M

- Developed, launched & received placement of five new profitable products for Fall 2004 & Spring 2005 by working with Little Tikes sales force & buyers at Wal*Mart, Toys R US & other mass retailers generating net sales of $11M+
- Increased furniture sales over $4M in one year by helping Little Tikes break into the juvenile wood furniture market
- Existing SKU/Inventory Management – Eliminated over $1M in unprofitable SKU's & decreased product costs
- Lead cross functional team of product & graphic designers, purchasing agents & engineers (product, manufacturing, packaging, quality)

September 2002-January 2004

Assistant Product Manager- Creative Category - Product Line $10M

- Developed strategic plan, operating plan and marketing launch plans for product development and sales
- Performed competitive review of product lines and industry sales and trends

September 2001-September 2002

Sales Analyst

- Worked closely with Buyers, Replenishment Analysts, Sales Force and other departments to generate sales and manage existing business by analyzing sales & profitability, forecasting, pricing strategies, & sales trends for top accounts (Target, Meijer, Toys R Us, Kmart)
- Worked with Account Administration & Traffic to ensure smooth flow of product & maximize monthly shipping/forecasting goals

July 2000-December 2000 **The Timken Corporation** **Canton, OH USA**

International Industrial Marketing Intern-New Business Development

- Prepared, conducted and presented market surveys concerning the needs of customers and the Timken sales force training program, pertaining to a $40 million acquisition in Romania
- Researched international and domestic markets for further growth and expansion of Timken products
- Webpage development for the Industrial Bearings division using Microsoft FrontPage 2000

Summer 1999 **Colmar, FRANCE**

International Marketing/Communications Intern in Colmar, France

- Managed, monitored and tracked budgetary expenditures of $350,000 for Timken's customer visits
- Special Event Planning for Timken's 100th year Centennial Celebration

EDUCATION

January 1997-December 2000 **The University of Akron** **Akron, OH**

B.S./B.A. International Business & French Minor – International Marketing Focus

- Study Abroad- French Culture & Civilization in Faverges, France (Summer 1999)
- Study Abroad- International Marketing and Business in Voulagmeni, Greece (Summer 2000)

LANGUAGES: English, French, Conversational Spanish course taken

COMPUTER SKILLS: FrontPage 2000, Internet, Logistics Databases, Microsoft Office 2000-Expert Level (English & French versions), MyEureka-Redbrick, NOPS, Oracle Sales Analyzer-OSA, Kmart WorkBench, Target-Partners Online/Info Retriever, Wal-Mart Retail Link

ORGANIZATIONS/VOLUNTEER: American Red Cross, Alumni Member of Alpha Delta Pi Sorority, Akron Road Runner Marathon Relay, Green Girls Fast Pitch Softball, International Institute, JWCC-Junior Woman's Civic Club, Mother's Together, MOM's CLUB, Relay for Life, The Chapel & CCS, Toastmasters.