

# PAUL CHRISTOFORO

AN EXPERIENCED, ACCOMPLISHED BUSINESS DEVELOPMENT PROFESSIONAL

Carlsbad, California

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## EXECUTIVE SUMMARY

An experienced, driven, and accomplished **Business Development Professional and Leader**, with a wealth of experience while working for leading, high-profile companies. An entrepreneurial, strategic leader, who has launched many successful companies and business endeavors. Possesses extensive experience in sales management, has led diverse teams, and consistently meets all bottom-line expectations.

## SUMMARY OF QUALIFICATIONS

- More than fifteen years of strong experience, holding positions of increasing scope and responsibility.
- Strong background in sales management, staff training and development, client account management, social media marketing, new product introduction and promotion, performance management, sales reporting, performance management, talent acquisition, and customer relations.
- Hard-working and driven, while highly-experienced in all aspects of business development, has led large-scale sales operations, and sees sales organizations to their maximum performance potential.
- Experienced in building sales operations from their inception, building talented teams, and in seeing all individuals to their peak performance and productivity.
- Adept in establishing and cultivating successful, long-term client and industry relationships, and is firmly committed to attaining high levels of customer satisfaction, loyalty, and retention.

## PROFESSIONAL EXPERIENCE

PMC INDUSTRIES, San Diego, California

*Director of Operations* (2018-Present)

Company offers development and manufacturing services. Responsible for managing daily company operations, profit and loss, staff training and development, business development, consulting with clients regarding their needs (and developing customized client processes and solutions), and handling a wide variety of special projects. Firm provides social media marketing, as well as SEO website design.

### Selected Accomplishments and Initiatives:

- Serves a large and diverse clientele, and has consistently met client goals and expectations.
- Takes on customer products, and develops programs and solutions which meet with consistent success.
- Oversees taking new products from initial concept to product manufacturing and marketing.
- Recruits, trains, and supervises a diverse staff, seeing all personnel to peak potential.

BIO-REIGNS, Tustin, California

*Independent Sales Representative* (2018-Present)

Responsible for sales, marketing and promotional work, client account management, sales presentation development, new product introduction and promotion, sales-lead generation, preparing and maintaining sales records, customer relations, and other business development-related functions.

### Selected Accomplishments and Initiatives:

- Has been a top sales producer during tenure in position.
- Firm created the world's first completely water-soluble CBD complex.

DRAGON MEDIA, INC., Greater San Diego Area, California

#### *President (2014-2018)*

Firm marketed the Dragon Box, a Smart TV Box which was powered by Android (Kit Kat), which plugged directly into the HD port of existing high-definition TV's, and turned year-old televisions into a fully functional, widescreen, home computers. Responsible for managing company operations, staff training and supervision, product development coordination, product marketing plan development and execution, promotional work, and other leadership functions.

#### Selected Accomplishments and Initiatives:

- Presided over an organization which met all bottom-line expectations.
- Took company from zero to \$3.9 million per year.
- Was instrumental in the firm's consistent growth.

#### OCEAN DISTRIBUTION, San Marcos, California

#### *President (2010-2013)*

Firm specialized in video game distribution, sales, and marketing. Responsible for managing day to day company operations, profit and loss, staff training and supervision, workflow coordination, business development, client relationship management, and other related assignments.

#### Selected Accomplishments and Initiatives:

- Company promoted various brands, consistently grew product sales, and maximized ROI.
- Worked with key clients to determine both short and long-term client objectives.

#### Additional Experience:

- *Salesperson*, Premier Health Care Services (2008-2010)
- *Real Estate Salesperson*, South Beach Investment Realty (2005-2009)

### **EDUCATION**

#### NEWBURY COLLEGE, Brookline, Massachusetts

Studied Culinary Arts and Hotel and Restaurant Management.

#### THE ACADEMY, Miami, Florida

Studied IT Administration , MCSE, and CCNA

#### PADI, Key Largo Florida

Studied Oceanography and the ability teach Scuba Diving as an Instructor

### **PROFESSIONAL CERTIFICATIONS**

- Microsoft Systems Engineer (MCSE) (CCNA)
- Email Marketing , Click Funnel Certifications
- Google Maps and AdWords Certified
- Social Media, Facebook , Instagram, Youtube, twitter Marketing Certifications
- Word Press, HTML, My Sql Website Design Certifications
- Florida Real Estate License

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