



CONTACT

Washington, DC

(717)695-3034

rahanson4@gmail.com

EDUCATION

Bachelor of Arts

Shippensburg University

Communications

& Political Science

2001-2005

ACHIEVEMENTS

Award of Excellence

2009, 2011, 2012

Varsity Club

5 Year+ Consecutive Goal

Achievement

Ovation Award

2018, 2019

TECHNICAL SKILLS

Microsoft Office Suite

Google Suite

Salesforce

ROSALIND HANSON

PROFILE

Accomplished sales and sales leadership professional with proven track record of success. Disciplined in working remotely to build and cultivate long lasting relationships. Possesses an unwavering dedication to personal accountability and work ethic. Mother to a plucky 9 year old. Eager to share my experience and enthusiasm to champion conservative leaning organizations and initiatives.

WORK EXPERIENCE

Regional Sales Manager

[Varsity](#) - Memphis, TN (Remote)

2015- October 2021

Developed, coached and supported a purpose-driven team of remote Representatives; resulting in exceeding our annual revenue goal 7 of 7 years. Collaborated with multiple internal departments to execute on strategic projects (often on tight timelines and budgets). Exuded the company's mission, vision and values through all endeavors. Highlights:

- Led and supported 19 full time Representatives across 7 states, reaching approximately 1,500 programs and \$8MM annually; approx. 30% field travel.
- Organized and led Representatives to empower individual application of sales skills, sharpen written communications, and build impeccable customer relations.
- Managed revenue and developed account & rep specific strategies based on CRM data & pipeline status. Presented all reporting to internal stakeholders.
- Collaborated on the planning, content building, execution and presentation of the 3-5 regional events and the National Sales Meeting.

Sales Representative

[Varsity](#) - Memphis, TN (Remote)

2006- 2015

Served programs within assigned territory to optimize their spend and experience; resulting in exceeding annual revenue goal 7 of 8 years. Built sustainable relationships that created repeat and referral business by anticipating the programs' needs and pain points, exceeding their expectations, and an attention to detail. Highlights:

- Ran entire sales cycle from prospecting to delivery for 75+ programs and \$500K annually through a consultative sales approach. 50% field travel.
- Identified strongest targets using CRM data analysis and pipeline management.
- Juggled overlapping program and intracompany due dates and projects.
- Openly asked for and secured additional responsibilities within the company on the Training Team, Business Development Team, Sales Leadership Team, and IMPACT Account Team.
- Represented the company at various trade shows, conferences & events.

References Available Upon Request