

# John S. McCarley | B2B National Sales Manager

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- Goal-exceeding sales specialist with 13+ years in luxury goods, wholesale, and B2B selling
- Applies entrepreneurial business acumen to get-the-job-done and pivot in situations as required
- Employs innovative technologies to improve efficiency and maximize the growth of business channels
- Applies creative background to stay top-of-mind with prospective and existing clients as field specialist
- Tested aptitudes for sales, leadership, collaborative thinking, and creative problem solving\*

## Relevant Work Experience

### Regional Sales Manager, Texas & Arkansas | [Bevi](#)

June 2019 – April 2020 (COVID-19 affected) | Boston, Massachusetts (Remote Position)

#### Led Bevi's B2B sales, operations, and distributor relations for Texas & Arkansas

- Accomplished 190% to sales goal in 2019 and was on track for similar results in 2020
- Built and nurtured dozens of channel relationships at the local, regional, and national level
  - Aramark, Blue Tiger, Compass Group, Quench, Royal Cup and more
- Managed full sale pipeline & cycle for 5-person offices up to multi-site national enterprise employers
  - Owned and closed multi-unit deals for ATX Networks, H.E.B/Central Market, and Valero Energy

### National Sales Manager, Clothing & Accessories | [Beretta USA Corp.](#)

December 2015 – February 2018 | Accokeek, Maryland (Remote Position)

#### Hired as Beretta's first clothing specific salesperson in the 40-year history of the US operations

- Exceed my first-year sales goal by 170% in my first 90-days and second-year sales goal in 9.5 months
  - Only Beretta salesperson to reach and exceed his 2017 sales goal
- Closed Dillard's department store as a new account in my first 90-days
  - Managed Dillard's launch in four months – sales, planning, marketing, logistics, and delivery
- Co-planned, organized, and worked 5-6 national and 5-7 regional trade shows annually
- Implement new technology to build better communication tools with my team and my clients

## Other Work Experience

### Founder | Jolt Social Media & Jolt Office Hub (Coworking Space in Arkansas)

December 2010 – November 2019 | Dallas, Texas & Little Rock, Arkansas

- Understands how to create a company and a business strategy from the ground up
- Built two innovative businesses that were at the forefront of their respective industries
- Develop & manage social media strategy for clients like, Crescent Real Estate, Dallas Regional Chamber, Mesero Restaurant Group, Mockingbird Station, Republic Property Group, Uptown Dallas Inc., and many others

Brand Ambassador, Part-Time | **Shinola Detroit** | Dallas, Texas | April 2015 – March 2016

Showroom Manager | **Ceylon et Cie by Michelle Nussbaumer** | Dallas, Texas | May 2010 – Jan 2011

Designated Sales Associate, Women's Couture | **Neiman Marcus** | Dallas, Texas | Sept 2009 – May 2010

Store Manager | **LFT / Premium 93 / Octane** | Denver, Colorado | August 2005 – January 2006

Sales Associate, Part-Time | **Burberry** | Dallas, Texas | October 2004 – July 2005

## Leadership & Community Experience

Young Texans Against Cancer | Member | October 2016 – December 2018

Dallas Museum of Art, Junior Associates | August 2012 – July 2016, Co-Chair | July 2015 – July 2016

## Education

Arkansas State University | Jonesboro, Arkansas | Bachelor of Science in Journalism | 2008

\* [AIMS Testing](#) Results – Summer 2018