

# Richard Nunnally

Alexandria, LA 71303

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13184468095

Louisiana State University graduate with record of success in sales, sales management and marketing at the local, state and regional levels. Creative problem solver with ability to drive revenue growth, resolve conflict, improve morale and consistently exceed profit goals.

## Sales:

- Solid background in planning and executing sales and marketing plans. Hands-on manager with highly developed negotiation skills and experience cultivating strategic business partnerships. Equally strong in budgeting and financial management.

## Marketing:

- Proven ability to recognize and capitalize on market trends and assume bottom-line responsibility for strategic planning, pricing, market research and forecasting. Broad knowledge of marketing disciplines, including research, telemarketing, promotional planning, pricing, merchandising, event planning, and advertising.

## Team Building:

- Decisive team leader with extensive experience recruiting and hiring sales teams, developing talent and creating effective training programs.

## Communication:

- Persuasive communicator with well-developed presentation and negotiation skills. Able to develop productive relationships with colleagues, customers and staff at all levels.

Authorized to work in the US for any employer

## Work Experience

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### **Sales Manager**

CENLA FOCUS - Alexandria, LA

March 2017 to Present

Responsible for all advertising sales overseen 5 sales people covering 13 parishes

### **General Sales Manager/General Manager**

Cenla Focus Magazine - Alexandria, LA

March 2017 to Present

### **Consultant to Human Resource Dept**

Cable Gains Inc

October 2015 to April 2017

Quality Control Manager (Louisiana Mississippi)

## **Business Development /Human Resource Director**

Poole's Cable Service - West Monroe, LA

January 2010 to October 2015

- Initiated new business development which resulted in positive outcome and three new locations.
- Developed Human Resource Department of 100 employees, including recruiting, performance management, rules and regulations, policy and procedures and operations management.
- Spearheaded new Human Resource Department program for all functions of the HR department.
- Managed all recruiting, performance management and employee development, compensation and benefits.

## **Human Resources Manager**

Waste Management - Shreveport, LA

January 2001 to August 2008

Oversaw sale operations for Omega One/IESI and directed a sales force of ten and coordinated all marketing and telemarketing strategies. Oversaw branch sales and coordinated startup and development of marketing sales and telemarketing strategies in Shreveport,

## **Senior Sales Representative**

Glaxowellcome Pharmaceuticals - Alexandria, LA

January 2000 to December 2001

- Presented information to physicians in a one-on-one capacity on the most current medical information concerning hypertension, angina, migraines, estrogen replacement therapy, and cardiovascular conditions.
- Responsible for personal administrative duties, public relations and sales promotions of ethical products to physicians, hospitals, pharmacies and wholesalers.

## **Sales Manager/General Manager**

The Omega One Company/Waste Management, Inc./IESI - Alexandria, LA

January 1996 to December 1999

Alexandria, Louisiana

- Oversaw sale operations for Omega One/IESI and directed a sales force of ten and coordinated all marketing and telemarketing strategies. Oversaw branch sales and coordinated startup and development of marketing sales and telemarketing strategies in Shreveport, Louisiana.
- Responsible for a five year contract in Avoyelles Parish for all municipal solid waste. Negotiated with President and the Police Jury of Avoyelles Parish to secure said contract.
- Responsible for a five year contract for the City of Woodworth, Louisiana for all municipal solid waste. Negotiated with Mayor of the City of Woodworth to secure said contract.
- Responsible for a two year contract with Proctor and Gamble for all solid waste. Negotiated with a nine member board which served as the England Authority.
- Executed sales strategies that expanded sales from six million to ten million in three years.
- Attended all safety operational meetings and conducted public relations seminar for all drivers of The Omega One/IESI.
- Responsible for maintaining all existing contracts as well as those contracts attained through the sale of Waste Management, Inc. to The Omega One Company/IESI.

## **Marketing Director/Director of Operations**

Rayford Enterprises/Affiliated Health Services, Inc - Alexandria, LA

January 1993 to December 1995

- Responsible for securing contracts for all VA Nursing Homes in Mississippi. In charge of general administration for VA Nursing Homes in Mississippi.
- Directed all marketing and public relations programs for VA Nursing Homes.
- Responsible for overseeing development of Affiliated Mobile Medical Center (AMMC), a mobile medical unit designed to offer medical and dental services to rural and under-privileged families.

### **Administrative Assistant/Director of Marketing**

St Frances Cabrini Hospital - Alexandria, LA

May 1989 to December 1992

- Responsible for all aspects of physician recruitment including advertising, marketing, pre-screening and follow-up.
- Responsible for assisting CEO with all phases of physician relations including continuing education to improve physician office management.
- Managed all marketing functions for the hospital including managing ad campaign for neo-natal intensive care unit which increased admissions 33% over an eighteen month period.

### **Public Relations/Sales Representative**

Wyeth-Ayerst Pharmaceuticals - Alexandria, LA

July 1986 to April 1989

- Responsible for administrative duties, public relations and sales promotions of ethical products to physicians, hospitals, pharmacies and wholesalers.
- Presented information to physicians in a one-on-one capacity on the most current medical information concerning hypertension, angina, migraines, estrogen replacement therapy, and cardiovascular conditions.
- Voted number one sales representative for Wyeth-Ayerst in 1988. Exceeded annual sales goals by 167%.

## Education

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### **Bachelor of Science in Business**

Louisiana State University - Baton Rouge, LA

January 1975 to December 1981

West Monroe High School - West Monroe, LA

## Skills

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- Human Resource
- Employee Relation
- Hr Assistant
- Scheduling
- Training
- inventory
- Operations
- Payroll

- Team Building
- Inventory Management
- Microsoft Word
- Word
- retail sales
- Inventory Control
- Sales Experience
- English
- Public Speaking
- Marketing
- Microsoft Office
- Project Scheduling
- Schedule Management
- Benefits Administration
- Leadership Experience
- Financial Report Interpretation
- Microsoft Outlook
- Microsoft Excel

## Assessments

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### **Verbal Communication — Proficient**

April 2020

Speaking clearly, correctly, and concisely.

Full results: [https://share.indeedassessments.com/share\\_to\\_profile/3423d16451743295dffaa9fc75913a26](https://share.indeedassessments.com/share_to_profile/3423d16451743295dffaa9fc75913a26)

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