

MOYO SAM AKINADE

RETAIL WINE SALES



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610- 564-2143



Brookhaven, GA 30319

EXPERIENCE

Atlanta Adaptive Soccer Foundation - Program Coordinator & Coach

Kensington Park, GA • 06/2021 - Present

- Collaborated with volunteers to ensure athletes with different variations of vision loss had accessibility to complete tasks.
- Created and managed IEP to define athlete objectives, strategies, and evaluation.
- Motivated student-athletes to apply educational and classroom patterns of learning to their respective sports.
- Gained first-hand experience in coaching blind sports such as goalball, beat baseball, and 5-a-side soccer.
- Provided life skills for athletes with severe vision loss to achieve goals of their own highest personal standards.

Prime Wine & Spirits - Assistant Wine Consultant

Doraville • 01/2021 - 02/2021

- Managed a portfolio of accounts and built relationships with customers to increase sales, market share, and profitability.
- Conducted in-store wine tastings in my territory to support sales programs.
- Responsible for positioning, building, and maintaining merchandising/display materials for all products creating a customer-ready selling floor.
- Filled cold boxes, and warm shelves, refilled and re-merchandise existing displays at client accounts in my territory.
- Perform sales support functions to include using current point-of-sale marketing materials, oversight of the shelf space in accounts, and consistent communication with the sales representative regarding changes in buyer preferences and or out-of-stock inventory concerns/situations.
- Reinforce established and agreed upon case volume and display activity and monitor in-store promotion results.
- Stay abreast of business/market conditions, recognize new opportunities within each account, maintain the necessary territory records, and support the sales representative's visibility and market saturation in the account.
- Assisted with special projects such as trade shows or other

PROFESSIONAL SUMMARY

Reliable, driven, and detail-oriented professional with experience in merchandising and customer management.

EDUCATION

Pennsylvania State University

University Park

Bachelor of Arts (B.A.):

Organizational Leadership

SKILLS

- Sales Growth
- Visual Merchandising & Floor Display
- Inventory Management
- Microsoft Office Proficiency
- Program Development
- Wine Education Experience (Studying For WSET Level 1)

CERTIFICATIONS

- GA Responsible Serving of Alcohol Certification
- USA Blind Soccer Coaching License

marketing initiatives when needed.

TOCA Football - Executive Soccer Consultant

Peachtree Corners, GA • 01/2019 - 11/2020

- Conducted situational and swot analysis to identify performance gaps in sales teams.
- Assisted in the innovation and implementation of a targeted sales optimization strategy.
- Coordinated and facilitated daily training sessions for players.
- Developed and designed strategic marketing campaigns that increased client base and improved sales volume by 15%.

Meehans - Waiter

Atlanta, GA • 10/2016 - 05/2018

- Supported other servers, running food and refilling beverages to meet team goals.
- Successfully handled large parties or groups of diners simultaneously in a fast-paced environment.
- Followed all safety protocols for handling food and beverages according to health department regulations.
- Explained menu descriptions, preparation methods, and portion sizes to assist in decision-making.
- Delivered or refilled beverages, checking identification prior to serving alcohol.