

CHA'RON CLARK

Executive Director | Director of Sales



PROFILE SUMMARY

Results-driven executive director with a diverse background in sales, marketing, and leadership across medical, real estate, and educational sectors. Adept at developing and implementing effective sales strategies, driving revenue growth, and exceeding organizational goals. Proven track record in talent acquisition, team management, and successful fundraising initiatives. Skilled in fostering strategic partnerships, enhancing market competitiveness, and ensuring exceptional customer service. Demonstrated ability to analyze market trends, collaborate with cross-functional teams, and align sales efforts with organizational objectives. History of elevating financial status, achieving a remarkable 310% increase in Annual Revenues. Recognized for outstanding leadership with promotions. Experienced in managing emergency situations and implementing safety protocols. Adept at conducting comprehensive assessments, tailoring instruction, and fostering collaborative educational partnerships. Holds a Bachelor of General from Southeastern Louisiana University and an Associate of Arts in Early Childhood from Delgado Community College, along with several certifications including a TN Real Estate License, as well as being CPR certified. A member of several organizations including Phi Theta Kappa Society, International Scholar Order, and consistently named to the Dean's List from 2003-2005.

CORE COMPETENCIES

- Proven ability to lead and execute organizational goals, fostering growth.
- Identify and establish relationships to meet or exceed revenue targets.
- Lead and manage teams, providing guidance, training, and support for optimal performance.
- Develop and implement effective sales strategies, conduct market research, and identify opportunities.
- Strong track record of recruiting and training sales representatives, driving increased overall sales.
- Skilled in promoting products and services, executing successful strategies to exceed sales quotas.
- Analyze market trends, competitor activities, and donor behavior to inform sales strategies.
- Contribute to the development and manage budgets related to sales and revenue generation.
- Collaborate across departments to align sales efforts with organizational goals for success.
- Excellent skills in communication, negotiation, and customer service, handling emergency situations.

EXPERIENCE

Director of Sales | *Growing Leaders – Peachtree Corners, Georgia*

Jun 2022 – Dec 2023

- Developed and executed sales strategies, driving the promotion of educational programs and achieving organizational goals.
- Identified potential partners, fostering relationships to meet or exceed revenue targets supporting the non-profit's mission.
- Oversaw sales teams, providing leadership and collaborating with other departments to enhance educational initiatives' impact.
- Created and implemented effective sales strategies, ensuring the successful promotion of educational programs and services.
- Achieved revenue targets through strategic sales efforts, securing partnerships, and implementing successful fundraising initiatives.
- Identified and established relationships with potential partners, donors, and collaborators to expand the non-profit's reach.
- Led and managed sales teams, offering guidance, training, and support to ensure optimal performance.
- Analyzed market trends, competitor activities, and donor behavior to inform sales strategies and enhance competitiveness.
- Collaborated with departments like marketing, program development, and finance to align sales efforts with organizational goals.
- Contributed to the development and management of budgets related to sales and revenue generation activities.

Key Achievements:

- Successfully increased revenue by 25% through the implementation of targeted sales strategies and partnership development.

CONTACT



615-544-5836



charonclark@gmail.com



1837 Belle Arbor, Dr.
Nashville, Tennessee 37207

SKILLS

- Nonprofit Leadership
- Recruiting Management
- Candidate Sourcing
- Benefits Management
- Employee Onboarding
- Full Cycle Recruiting
- Effective Teamwork & Collaboration
- Commercial Awareness
- Sales Management
- Customer Service
- Problem Solving & Critical Thinking
- Stress Management
- LinkedIn Recruiter
- Public Inquiry Response
- Regulatory Compliance
- Zoho CRM
- Hubspot CRM
- Follow-up Boss CRM
- SalesForce CRM
- HIPPA Certified
- Excel/Google Sheets
- Microsoft Office

INTERESTS & HOBBIES

- Reading
- Traveling
- Live Music

REFERENCES

Available upon request

- Led a high-performing sales team, resulting in a 30% improvement in overall sales performance.
- Implemented cost-effective measures that resulted in a 15% reduction in expenses related to sales and revenue activities.

Flight Attendant | [Southwest Airlines – Dallas, TX](#)

Jun 2007 – Jun 2022

- Coordinated and managed crew activities as a flight leader, ensuring optimal aircraft readiness and performance standards adherence.
- Accomplished work tasks independently and collaboratively within a team, strictly adhering to established procedures and protocols.
- Ensured customer safety and comfort by responding to medical situations promptly, administering first aid, and serving meals and beverages.
- Maintained a focus on customer well-being, consistently prioritizing safety measures and ensuring a comfortable in-flight experience.
- Responded adeptly to customer medical situations, administering first aid to ill or incapacitated passengers as part of the in-flight responsibilities.

Key Achievements:

- Successfully led and supported the flight crew, contributing to a record of zero safety incidents during my tenure.
- Received commendations for exceptional service and quick response in handling in-flight medical emergencies.
- Demonstrated outstanding performance, consistently exceeding customer satisfaction benchmarks in post-flight surveys.

Vice President of Medical Sales, Marketing & Recruiter | [Opry Medical Group – Nashville, TN](#)

Dec 2015 – Dec 2020

- Orchestrated outreach to potential customers in diverse healthcare settings, promoting medical products and equipment.
- Conducted persuasive presentations to healthcare professionals, including doctors, nurses, and pharmacists, ensuring product understanding.
- Directed and guided regional sales teams of 40-50 representatives, fostering a collaborative and high-performance sales environment.
- Achieved a remarkable 310% increase in Annual Revenues, elevating the financial status from \$17M to \$52M.
- Earned promotion from Director to Vice President in recognition of outstanding leadership and performance in 2020.
- Spearheaded talent acquisition efforts, successfully hiring and onboarding over 40 Sales Executives and multiple Vice Presidents.

Key Achievements:

- Significantly contributed to a threefold increase in Annual Revenues, demonstrating strategic sales leadership.
- Recognized and promoted to Vice President in 2020, reflecting exceptional dedication and impactful contributions.
- Successfully recruited and integrated a high-performing team of 40+ Sales Executives and multiple Vice Presidents.

Lead Teacher | [Royal Castle Child Development – New Orleans, LA](#)

Aug 2003 – Aug 2005

- Conducted comprehensive assessments of children's developmental needs, tailoring instruction to address individual learning, physical, and emotional requirements.
- Ensured adherence to child-to-teacher ratios, meticulously maintaining attendance records for accurate monitoring throughout the day.
- Established and sustained a conducive physical environment fostering growth in physical, cognitive, language, creative, and social/emotional skills.
- Communicated effectively with parents, providing updates on children's needs, progress, and behavior, fostering a collaborative educational partnership.
- Adapted the general education curriculum for special-needs students, employing diverse instructional techniques and leveraging technology for enhanced learning experiences.

Key Achievement:

- Implemented personalized teaching strategies resulting in improved academic and developmental outcomes for diverse student needs.
- Achieved consistent compliance with child-to-teacher ratios, ensuring a safe and productive learning environment.

EDUCATION

- **Bachelor of General** | [Southeastern Louisiana University – Hammond, LA](#) **2009**
- **Associate of Arts in Early Childhood** | [Delgado Community College – New Orleans, LA](#) **2005**

ACTIVITIES & HONORS

- **Phi Theta Kappa Society**
- **International Scholar Order**
- **2003-2005 Dean's List**

LANGUAGES

- **English**