



CANDICE SILVA

Senior Sales Executive with expert level experience working with all levels of Account Management & Business Development Teams.

PROFILE

- ✓ A consultative management style with strong leadership skills and problem-solving abilities.
- ✓ Encompassing a keen client need assessment aptitude with the ability to identify opportunities quickly.
- ✓ Utilizing GTM strategies to execute specific and measurable goals through training, development and engagement of associates.
- ✓ Documented history of developing custom training systems, executing project integration while managing sales and growth efforts.

CONTACT

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LEADERSHIP – MANAGEMENT - SELF MOTIVATION

- ✓ Integrated Off Premise sales processes in more than 300 fast casual restaurant concepts.
- ✓ Hired, developed and managed over 450 sales professionals
- ✓ National Sales Expert in over 30 states
- ✓ Led development or integration of 5 internal/external interfacing software systems.
- ✓ Accomplished sales liaison, between Marketing, Operations, Training and other departments within the corporate structure.

WORK EXPERIENCE

Bowlero Corp – Director of Sales
February 2018 – May 2019

- Streamlined sales and marketing efforts. Integrated annual sales and marketing calendar used to effectively target B2B and B2C clients.
- Developed sales and marketing procedures, resulting in first annual comp up in over 3 years.
- Executed training course on best sales practices for Sales Managers, General Managers and Area Directors.
- Worked closely with the marketing department on promotions and support material.
- Developed “outside” sales training program to execute in national markets.

Anything Goes Catering Co-Founder/Director of Sales
October 2006–January 2018

- Managed the execution of quarterly marketing promotions.
- Developed and implemented a catering sales training program to drive sales through the implementation of inside and outside marketing practices.
- Managed national contracts with pharmaceutical firms & representatives.
- Developed and oversaw training initiatives, implemented by management team.
- Received Best Caterer award 2008 Atlanta Hot List

Atlanta Bread Company – Director of Training
Catering/Off Premise Division
February 2001– October 2006

- Responsible for promoting the Atlanta Bread Company brand outside of the bakery-café through the development and implementation of comprehensive catering operations and sales-building practices.
- Developed a department of Territory Catering Sales Consultants, responsible for managing and growing sales personnel within their locations (30-40 locations per consultant). Consultants also maintained relationships with each Franchisee for ongoing support and sales development.
- Developed and executed the integration of a new catering operations manual, sales program and catering CRM.
- Worked closely with Software Developers to combine and create a CRM that integrated with current POS system.
- Coordinated with Marketing on all marketing efforts including photo shoots, menu re-design, LTO and LSM plans.
- Worked closely with franchisees to increase catering revenue through implementation of GTM strategies and ongoing training and support.
- Efforts resulted in multi-million dollar catering sales increases during tenure.

EDUCATION

TEXAS A&M UNIVERSITY – CENTRAL TEXAS

BACHELOR'S - BUSINESS ADMINISTRATION
