

Cynthia J. Awan

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Licensed Real Estate Sales Agent

SUMMARY OF QUALIFICATIONS

**My most recent experience is in Real Estate Sales.
I have taken my sales expertise from the past and applied it to another successful career.**

- *Broad-based background in jewelry and accessories for junior specialty brands*
- *Outstanding track record of \$10-\$12 MM over past 10 years*
- *In-depth contacts and relationships with Buyers in specialty and mid tier markets*
- *Excellent communicator with strong negotiation and product management skills*
- *Specialist in cold-calling, new business development and expanding client list*
- *Computer literate with knowledge of Navision , Excel, Microsoft word, Outlook*

- 4/22-Present Compass – Licensed Real Estate Salesperson
- 9/18- Present President of CJA Sales Inc.
- 12/15-4/22 Licensed Real Estate Salesperson
 Lucky to Live Here Realty
- 6/17- Present Independent Sales Representative- Sr Sales Executive
• Global Accessory Group- Lydell Jewelry, Violife
- 1/16-4/17 BALLET GROUP, New York, N.Y.
Sr. Sales Executive
- Responsible for the sales and marketing of Jewelry, hair accessories and novelty lines including stationary items, candles, home décor, travel accessories and more
 - Expand and build business with specialty and mid tier retailers
- 1/15-1/16 PUNCH FASHIONS-New York, N.Y.
Sr. Vice President of Sales/Chief Revenue officer, Fashion jewelry
Responsibilities include overseeing all aspects of sales
- Strategically implemented marketing strategies to re-focus and re-brand the new “Punch”
 - Generated new sales by leading a major outreach to new customers
 - Oversaw a sales team of Sr. Account Executives
 - Responsible for significant growth within a 3 month period

- 6/13-1/15 SHALOM INTERNATIONAL, New York, NY
Sales Executive
Responsible for the sales and marketing of a diverse accessory line for a global company.
- Kangol hosiery, hair accessories, jewelry and tech products to mid-tier and specialty accounts
 - Perform all aspects of marketing to develop new accounts
 - Maintain and service existing accounts including retailers
 - Travel and deliver presentations on all lines to Buyers

- 4/01-4/13 BALLET JEWELS, New York, NY
Sales Executive, Costume Jewelry
Rehired by former employer to market private label jewelry to specialty and mid-tier markets.
- Develop relationships with Buyers
 - Worked closely with design teams to build programs based on customer needs
 - Monitor market fluctuations and fashion trends to maximize sales revenues
 - Developed sales projects and analyze sales performance to drive new business
 - Prepared and presented sales presentations and product samples to prospective Buyers
 - Implemented seasonal and corporate promotions

Achievements:

- Consistently met or exceeded sales goals each year
- Awarded top vendor status for several retailers based on performance
- Increased annual revenues from \$3 MM to \$12 MM

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- 1996-2001 CAPPELLI NEW YORK, New York, NY
Sales Executive, Accessories
- Performed wholesale sales of a broad range of accessories including hair products, cosmetics, novelty toys, fashion hats, fashion bags, and cold weather accessories
 - Established and maintained long-term relationships with Buyers in the industry
 - Prepared sample books for on-site sales presentations

EARLY CAREER

- 1983-1996-BALLET JEWELS, New York, NY
Junior Sales Executive (5 years) **Sales Executive** (7 years)
Learned all phases of the wholesale junior costume jewelry wholesale market, gaining long-term business relationships with leading retail Buyers.

EDUCATION

- ADELPHI UNIVERSITY, Garden City, NY
Business
Nassau Community College Garden City, N.Y.
Fashion Buying and Merchandising AAS

