

# Kathleen A. Hyland

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Date of Birth: April 2, 1961

Freelance Sales Marketer – Clothing Materials & Cosmetics



## About Me

I am a Freelance Sales & Marketing Consultant with extensive experience in clothing materials and cosmetics. I help businesses grow through strategic sales planning, marketing campaigns, market research, and brand development. I focus on delivering measurable results and building lasting client relationships.

## Experience

### Freelance Sales & Marketing Consultant (Self-Employed) | 2010 – Present

- Advise clients on sales strategy and brand positioning
- Develop and execute marketing campaigns to grow businesses
- Conduct market research to identify opportunities and trends

### Marketing Coordinator | ABC Marketing Group | 2002 – 2010

- Managed promotional campaigns and client events
- Supported sales teams with marketing materials and outreach
- Analyzed results to optimize campaigns

### Account Manager | Sunrise Retail Solutions | 1995 – 2002

- Handled key client accounts and built long-term relationships
- Implemented custom solutions to meet sales goals
- Trained junior staff on sales techniques

### Customer Experience Specialist | Fashion & Beauty Store | 1989 – 1995

- Assisted customers with product selection and upselling
- Collected feedback to improve service and offerings
- Developed early sales and marketing skills

## Education

Associate Degree in Business Administration – Marketing  
Springfield Technical Community College, Springfield, MA | 1981

## Skills

Design Skills:

- Graphic Design (Adobe Illustrator, Canva)
- Marketing Collateral Design
- Social Media Content Creation
- Visual Branding & Layouts

Development Skills:

- Digital Marketing Campaigns
- Email Marketing & Automation
- CRM Management (HubSpot, Salesforce)
- Lead Generation & Analytics

Core Competencies:

- Sales Strategy Development
- Product Promotion & Branding
- Market Research & Trend Analysis
- Customer Relationship Management
- Campaign Planning & Execution
- Brand Growth Support

## References

Available upon request