

Latika Rodgers(LION)

Training Specialist for Powermat at Mosaic Sales Solutions

latikarodgers@aol.com

Skills & Expertise

Brand Ambassador
Product Marketing
Social Media Marketing
Marketing Strategy
Selling
Account Management
Sales Management
Team Building
Customer Relations
Customer Service
Coaching
Strategic Planning
Problem Solving
Promotions
Telecommunications
Retail
Public Speaking
Product Development
Event Planning
Microsoft Office
Fundraising
Advertising
Social Media
Non-profits
New Business Development
B2B
Customer Satisfaction
Forecasting
Budgeting
Cold Calling
Mentoring
Direct Sales
Business Strategy
Public Relations
Operations Management
Market Planning
Social Networking
Business Planning
Administration
Merchandising

Event Management
Solution Selling
Team Leadership
Sales Support
Call Center
Trade Shows
Territory
Marketing Communications
Direct Marketing
Time Management

Experience

CAE Customer Technical Support at Comcast

February 2012 - Present (1 month)

- Provides a full range of customer service for Comcast high speed internet product in a prompt, efficient and professional manner.
- Advance troubleshooting for PC/browser/e-mail/personal webpage/connectivity firewall/ router/hub problems and provides customer education to same.
- Demonstrates listening and analytical skills, with the ability to obtain key information and resolve complex service problems with first call resolution.
- Demonstrates knowledge of installing software programs and troubleshooting operating systems, software and hardware.
- Communicates courteously and pro-actively to learn customers short term and long term needs and understands issues from customers position. Recommends products or services to promote customer focus in employees and develop partnerships with customers.
- Possesses an excellent knowledge of windows and Macintosh operating systems, internet/IP, web browsers, e-mail and other PC operating and connectivity technologies. Diagnoses PC hardware, software, operating system and cable modem and cabling issues.
- Consistently demonstrates ability to meet higher performance expectations (increased KPI/MPS).

CEO at EB & L Enterprises LLC

September 2008 - Present (3 years 6 months)

Trainer on eMarketing, eSelling, and Strategically planning advertising platforms for at Alumnus of USM. I have also created social medias for USM on twitter, myspace, and facebook. I create social medias for individual artist and companies, profit and non-profit. USM is an online website that plays host to 2,400 alumni members of the University of Southern Mississippi. Through partnerships with affiliate business I generate revenue to help support a future scholarship program.

I was doing it on a volunteer basis, now I have learned I need to do it for profit.

5 recommendations available upon request

Training Specialist for Powermat at Mosaic Sales Solutions

December 2011 - December 2011 (1 month)

Worked as a contractor on the Mosaic/Powermat project ending Dec. 31 2011

- Trained to acquire knowledge of the entire product line to communicate value and benefits of products to employees
- Conducted retail sales demonstrations in order to influence critical decision makers and maximize sales of Powermat
- Ensured visual presentation of brand is executed to company's set merchandising guidelines

Sony Digital Imaging Representative at MarketStar

March 2010 - August 2010 (6 months)

I went into Corporate owned Wolf Camera, Frys Electronics, Best Buy, and Hhgreg stores. Training, Marketing, and Selling the Sony digital imaging concept to employees and customers.

Establish and build retailer relationships on behalf of Sony

Engage customers during high traffic times at select demo day events to drive sales of Sony products

Facilitate informal, formal and large scale trainings to retail associates and managers

Attend and assist with out-of-market trainings, events, etc

Gather in-market and out-of-market intelligence ~ assigned brand and competitive

Ensure merchandising compliance and increased presence in-store

Monitor POP / POS to ensure it is current and placed according to plan-o-gram

Increase and facilitate in-store sales in key market locations

Increase sales associate knowledge and recommendation rate of brand products

Increase product sales of selected products

1 recommendation available upon request

Census Bureau 2010 Enumerator at U.S. Department of Commerce

April 2010 - May 2010 (2 months)

SR. Territory Sales Manager for DIRECTV at Campaigners

February 2008 - February 2009 (1 year 1 month)

Responsible for the Carolinas, Tennessee, Alabama, Georgia

- Maintained a specific and primary focus on assisting and enhancing sales of units in all store activities
- as necessary, perform weekend demo days or assisted sales events at key retailer locations

Demonstrate and sell products to end-users

- Conducted both formal (classroom style) and informal (on the sales floor) trainings

Training will include, but is not limited to: product info, competitive selling skills, consultative selling, feature/benefit selling, etc

- Ensured that POP materials are properly displayed and in good working condition
- Collected and report visit data/competitive data in electronic call reports

Establish and build retailer relationships on behalf of DIRECTV

Engage customers during high traffic times at select demo day events to drive sales of DIRECTV products

Facilitate informal, formal and large scale trainings to retail associates and managers

Attend and assist with out-of-market trainings, events, etc

Gather in-market and out-of-market intelligence ~ assigned brand and competitive

Ensure merchandising compliance and increased presence in-store

Monitor POP / POS to ensure it is current and placed according to plan-o-gram

Increase and facilitate in-store sales in key market locations

Increase sales associate knowledge and recommendation rate of brand products

Increase product sales of selected products

1 recommendation available upon request

District Field Marketing Manager for Samsung Telecommunications America at Prostaff

July 2005 - June 2007 (2 years)

- Supply Chain Management: Providing insights with solutions
- Sales Management: Knowing and Influencing “how to sell”
- People Management
- Maintain a specific and primary focus on assisting and enhancing sales of units in all store activities
- As necessary, perform weekend demo days or assisted sales events at key retailer locations

Demonstrate and sell products to end-users

- Conducted both formal (classroom style) and informal (on the sales floor) trainings

Training will include, but is not limited to: product info, competitive selling skills, consultative selling, feature/benefit selling, etc

- Ensured that POP materials are properly displayed and in good working condition

- Collected and report visit data/competitive data in electronic call reports

Establish and build retailer relationships on behalf of Samsung

Engage customers during high traffic times at select demo day events to drive sales of Samsung products

Facilitate informal, formal and large scale trainings to retail associates and managers

Attend and assist with out-of-market trainings, events, etc

Gather in-market and out-of-market intelligence ~ assigned brand and competitive

Ensure merchandising compliance and increased presence in-store

Monitor POP / POS to ensure it is current and placed according to plan-o-gram

Increase and facilitate in-store sales in key market locations

Increase sales associate knowledge and recommendation rate of brand products

Increase product sales of selected products

9 recommendations available upon request

Authorized Blackberry Representative at MarketStar

2004 - 2005 (1 year)

- Maintained a specific and primary focus on assisting and enhancing sales of units in all store activities
- as necessary, perform weekend demo days or assisted sales events at key retailer locations, demonstrate and sell products to end-users
- Conducted both formal (classroom style) and informal (on the sales floor) trainings
Training will include, but is not limited to: product info, competitive selling skills, consultative selling, feature/benefit selling, etc
- Ensured that POP materials are properly displayed and in good working condition
- Collected and report visit data/competitive data in electronic call reports

Establish and build retailer relationships on behalf of RIM

Engage customers during high traffic times at select demo day events to drive sales of RIM products

Facilitate informal, formal and large scale trainings to retail associates and managers

Attend and assist with out-of-market trainings, events, etc

Gather in-market and out-of-market intelligence ~ assigned brand and competitive

Ensure merchandising compliance and increased presence in-store

Monitor POP / POS to ensure it is current and placed according to plan-o-gram

Increase and facilitate in-store sales in key market locations

Increase sales associate knowledge and recommendation rate of brand products

Increase product sales of selected products

1 recommendation available upon request

Business Account Executive at Sprint

January 2002 - May 2004 (2 years 5 months)

Business Account Executive at Verizon Wireless

May 2000 - January 2002 (1 year 9 months)

Inside Sales at Bellsouth Mobility now AT&T

February 1998 - May 2000 (2 years 4 months)

Morning Show Intern/Street Team Intern at Radio One

1996 - 1997 (1 year)

Summary

EB & L Enterprises LLC

I create social media outlets for companies and individual artist, profit and non-profit. I also provide training on how to use social media as a tool for you.

I have worked for
The 1996 Olympics in Atlanta GA
Motorola
AT & T
Verizon
Sprint
RIM (Blackberry makers)
Samsung Electronics
Campaigners DBA Advantage Sales and Marketing
Sony

Specialties

PROFESSIONAL SKILLS:

Crisis Management Decision Making & Problem Solving
Project Management Budgeting & Financial Reporting
Event Management Multi-Media Sales & Marketing
Relationship & Team Building Presentations & Deal Closing
Strategic Planning Quality & Performance Improvement
Social Media Marketing Management Product Brand Marketing and Management

Education

Southern Polytechnic State University

Bachelors, Religion, 1999 - 1999

Grade: 3.0/4.0

University of Southern Mississippi

Bachelors of Science, Mass Communications with Minor in English, 1993 - 1999

Hinds Community College

Associate of Arts, Liberal Arts, 1989 - 1993

Activities and Societies: Intramural Sports and a very long stint at HJC....I went part time

Wingfield High School

Diploma, General Studies, 1986 - 1989

Proviso East

1985 - 1985

Organizations

National Association for Professional Women

Cambridge Who's Who

Toastmasters International

Honors and Awards

I have certifications in Territory and Account Management, Win-Win Negotiations, Gaining Commitments to Action/Closing, Establishing Credibility and Trust for Sales, Prospecting to Create Interest, and Understanding Behavioral Styles for Sales, Questions are the Answer for Sales, and Overcoming ALL Objections.

Interests

Entertainment Law

Djing

Music Business

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17 people have recommended Latika

"Ms. Rodgers is a very inspiration and intellectual person and has built a site for many of our Southern Mississippi alumni to keep in touch with each other. She is a great professional and strives to get the job done in a timely manner. Ms. Rodgers will be a great asset to your organization."

— **Ike Anyanwu**, *Student, University of Southern Mississippi*, worked with Latika at EB & L Enterprises LLC

"Latika is a highly motivated individual with a real zeal for people. She was very dependable as a sales professional and I was pleased with her work."

— **Andrea Sears**, *Manager, AirTouch Cellular*, managed Latika at EB & L Enterprises LLC

"Latika is a highly motivated, results-driven telecommunications professional. Fueled with a positive attitude, creativity and enthusiasm, Latika was the driving force behind creating and maintaining the University of Southern MS Ning website. Latika would be a strong asset to any organization."

— **Tonya Seals Robinson**, *Student, University of Southern Mississippi*, was with another company when working with Latika at EB & L Enterprises LLC

"I am pleased to recommend Latika for her next business opportunity. Latika is well rounded, energetic, and passionate about any opportunity she is presented with. She is well respected and finds a way to positively stand out among her peers. Latika has demonstrated the ability to organize large groups/organizations and lead them to positive outcomes. It is clear to me that Latika is an exceptional candidate, and will be an asset to any organization."

— **Howard McGee**, *Student, University of Southern Mississippi*, was with another company when working with Latika at EB & L Enterprises LLC

"Latika has always been the consummate professional. She exemplified exceptional customer service and interpersonal skills. Her ability to perform in a quick and precise manner, while exerting impressive attention to detail, is phenomenal. Any employer who brought Latika on board, would be taking a leap and bound towards moving of his/her company in a positive direction."

— **Marcus Randle**, *Electronics Engineering Technician, US Army Corps of Engineers*, was with

another company when working with Latika at EB & L Enterprises LLC

"Latika was very enthusiastic and built great rapport with her clients out in the field. She has a charming personality that helps to get her training focus across."

— **Saecilia Jackson**, *Sales/Marketing Professional, N/A*, worked directly with Latika at MarketStar

"I had the pleasure of working with this lovely lady. Latoka always found new and innovative ways to meet her sales objectives. During sales meetings she always had exciting new ideas to bring to the table. Latika Rogers would be an asset to your company."

— **Johnnett Kent**, *Student, Towson University*, worked directly with Latika at Campaigners

"Latika and I worked in the same capacity. But, we worked with different companies. I found Latika to be professional, forthcoming with knowledge, energetic, and dependable. Working in the same industry we are face to face with Sales Associates and Retail Wireless Managers. Both Managers and Sales Associates say very positive things about Latika's performance. Yes, I recommend Latika as an excellent professional with years of expert knowledge."

— **Cary Rochelle**, *Southeast Regional Sales Manager, LG*, worked with Latika at Samsung Telecommunications America

"Latika did a very nice job in her marketing role at Samsung and provided great value to the teams indirectly by providing timely response and feedback from customer sales reps. In addition she championed solid relations internally and externally to meet the needs of the customer and exceed the company's objectives. Always a nice job, well done by her..."

— **Matthew McFee**, *Vice President Sales - National Accounts, Samsung Telecommunications*, managed Latika indirectly at Prostaff

"Latika s has a very exciting personality and was all able always able to motivate our team to sell the Samsung products. She was organized and informative on her presentations."

— **Lamonte Cooper**, *Account Executive, Helio, LLC*, was with another company when working with Latika at Samsung Telecommunications America

"Latika is a dedicated professional whose marketing and sales knowledge combine to allow her to quickly assess clients' needs and provide them with real-life solutions."

— **Monica Carter Tagore**, *President, RootSky Books*, was a consultant or contractor to Latika at Samsung Telecommunications America

"I had the pleasure of working with Latika as she built one of the largest social networks for the University of Southern Mississippi Alumni. She worked hard and put together a system that's second to none. Therefore it is without hesitation that I recommend Latika as a organized hard

working person who won't stop til the job is done correctly. I also had the pleasure of attending college with Latika and that's where her work ethic was developed. This recommendation comes easy to make."

— **Kenny Ray**, *Assistant Football Coach, North Carolina A&T*, worked directly with Latika at Samsung Telecommunications America

"I have followed Latika from a previous company simply because the level of service and her attention to exactly what my needs were, are unmatched. She takes the time to find out what features best suit your career and lifestyle and match that with wonderful and innovative products. I am grateful to have been connected with such a professional."

— **Coriya Burns**, was Latika's client

"Latika was a pleasure to work with and at each event represented Samsung with the highest of standards. She excelled at interpersonal skills and making people feel welcomed and was able to answer questions in a quick, concise manner. I would highly recommend her to any company looking for someone with a great work ethic, who knows how to smile and interacts well with others."

— **Sean Savery**, *National Account Manager, Sanyo*, was with another company when working with Latika at Samsung Telecommunications America

"Latika is professional, highly skilled, and has a great work ethic. She would be an asset to any organization, and I would strongly recommend her."

— **Stacy Bernstein**, *Sr HR Generalist, Samsung Telecommunications America*, worked with Latika at Samsung Telecommunications America

"Latika is a detailed-oriented manager who administers a good work ethic and a strong sales background. Having worked with clients on different levels of needs, She is capable to accomplish any goal while multi-tasking, a great contribution to any organization. Awesome!"

— **David Beck**, *Process Engineer, Amtex - Lear Corp./Hayashi-Telempu Joint Venture*, was with another company when working with Latika at Samsung Telecommunications America

"Latika was an excellent BlackBerry field rep and i would recommend her for a similar role. A pleasure to work with."

— **Matthew Kruschack**, was Latika's client

[Contact Latika on LinkedIn](#)