

## **ROBIN M. LANG**

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(904) 707-0730

### **SUMMARY OF QUALIFICATIONS**

Management & Diversification Specialist, marketing, retail, customer service and sales professional, M.B.A. & B.A. in Marketing and Business Management. More than 34 years progressive success in business, sales, marketing, and employee development; highly regarded as results-oriented, team and project leader.

### **COMPETENCIES**

- Presentation and Oral Communications
- Customer Relationship Management
- Marketing Development
- Retention Marketing
- Strategic Planning
- Advertising and Promotions
- Budgeting
- Strategic Management
- Leadership
- Financial SOX Compliance and auditing process
- Sales Training Programs
- New Business Development
- Competitive Analysis
- Product Development
- Diversity Specialist
- Staff Supervision
- Forecasting
- Retail Management
- Management

### **WORK EXPERIENCE**

#### **1988 – 2022 United State Postal Service (USPS)**

2013-2022	District Manager Business Mail Units, Gulf Atlantic District, Jax., FL
2019 – 2020	District Marketing Manager, Gulf Atlantic District, Jax., FL
2017-2019	Manager, Small Business Development & Mail Acceptance, Dallas TX
2008–2013	Manager of Retail Operations Jacksonville, FL
2010-2011	Customer Service Analyst, Memphis, TN
2009-2010	Manager, Diversity
2008-2009	Manager, Business Solutions/Sales, Jacksonville, FL
2001-2008	Retail Specialist, Jacksonville, FL

- Customer liaison and support services
- Lead, train and mentor marketing and sales team
- Assure professional development for Retail Sales and Service Associates
- Manage 266 Commercial Mail Units
- Manager \$14 mil budget / \$354 Mil revenue
- Manage annual Revenue exceeding \$228 million
- Facilitate CEO and executive management relationships of Fortune 100 and 500 companies to educate on processes, products and services
- Provide consultation services to executives to bring value and solutions to grow their businesses with mail
- Assist executives in developing business strategies directed to meet corporate goals

- Develop action plans to meet corporate goals through District wide implementation
- Providing education and guidance to maintain motivated team environments
- Provide sales and marketing tools, one-on-one consultation, support and coaching
- Manage a sales and marketing work force to achieve sales results and manage the implementation of sales management and portfolio management policies, and acquisition strategies to achieve business results through strategic thinking, and successful business strategies
- North Florida District Stamp Unveiling and special events assistant
- Maintain District wide SOX compliance for all Business Mail Units and testable sites

**Progressive Responsibilities (Prior to 2004):**

Transportation Specialist; Marketing and Sales – Small Business Specialist; Marketing Customer Service Program Analyst; National USPS Fastnet Account Sales; Manager, USPS Accountable Paper Supervisor; Customer Relations Coordinator – Jacksonville Stations and Branches; Human Resources Safety Specialist; Manager, Diversity; Supervisor, Automation – Jacksonville Processing and Distribution Center; Certified USPS Training and Development Specialist; Officer-in-Charge Yulee & Orange Park

**EDUCATION AND TRAINING**

**Strayer University**, Jacksonville, Florida

Master of Business Administration, Concentration Marketing — June 2009

**Jacksonville University**, Jacksonville, Florida

Bachelor of Science in Business — Business Administration & Marketing - May 2001

**SPECIAL SKILLS**

Fluent in Spanish

Exceptional proficiency with Microsoft products - Excel, Power Point, and Word

**PROFESSIONAL ACCOMPLISHMENTS AND AFFILIATIONS**

AARP/VITA Tax Preparer, Volunteer - Senior Tax Aide, Jacksonville FL, 2022

Beaches Fines Arts, Dancing with the Stars Committee and Dancer, Jacksonville FL, 2022

Women's Committee, Cleveland Institute of Music, 2021-Current

Lean Six Sigma – Green Belt Certified, 2014

Trustee Board Secretary, New Bethel AME, 1999-Current

Missionary Board, New Bethel AME, President

State of Florida Certified Mediator, Duval County, FL since 2006

Douglas Anderson School of the Arts Booster President 2015

*References Available Upon Request*