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CARLYN MEYER

PROFESSIONAL SUMMARY

Sales Manager with over a decade of experience driving significant growth in the B2B sector, leveraging extensive technical product knowledge and strategic sales management. Demonstrates exceptional skills in market research and logistics coordination, successfully enhancing client satisfaction and expanding market presence. Committed to fostering innovative partnerships and delivering tailored solutions, ensuring sustained customer loyalty and business growth.

EMPLOYMENT HISTORY

SALES MANAGER - NORTH AMERICA

MAFI Transport Systeme GmbH

Nov 2020 - Present

Tauberbischofsheim, Germany

- ◆ Developed and implemented sales strategies to enhance market penetration.
- ◆ Conducted market research to identify emerging trends and competitive positioning.
- ◆ Developed comprehensive product knowledge, enabling tailored solutions for clients' specific needs.
- ◆ Grew MAFI yard truck and trailer sales 74% in less than two years.
- ◆ Coordinated logistics, shipping schedules, and delivery timelines for new units, including handover and operational training arrangements at customer sites.
- ◆ Built and managed a pipeline of port, distribution and industrial customers; developed trusted relationships with key decision-makers across multiple industries.
- ◆ Delivered tailored equipment solutions, including preparing and presenting quotes, negotiating pricing and terms, and managing the end-to-end sales cycle from lead generation to order fulfillment.
- ◆ Collaborated with marketing team to create targeted campaigns that increased lead generation.
- ◆ Led frequent communication with C-suite and senior leadership across Germany and the U.S., providing data, recommendations, and sales forecasting insights.
- ◆ Served as the primary U.S. liaison between customers, dealers, engineering, operations, and German headquarters to align specifications, production schedules, and after-sales requirements.
- ◆ Prepared and delivered high-impact presentations, RFP responses, pricing sheets, and market strategy documents for major fleet opportunities.

SALES MANAGER

Eastern Lift Truck Co

Aug 2017 - Oct 2020

Maple Shade, NJ

- ◆ Tasked with the development and launch of a new Port, Rail and Intermodal division within the company, expanding the company's presence into the port and intermodal logistics sector.
- ◆ Conducted international market research and traveled abroad to identify and establish a partnership with a suitable yard truck manufacturer aligned with company standards and customer needs.
- ◆ Successfully negotiated and onboarded a new OEM partner to expand product offerings and strengthen the company's market position in terminal tractor solutions.
- ◆ Managed key accounts, nurturing relationships to drive repeat business opportunities.
- ◆ Participated in industry events and trade shows to network with prospects, gather leads, and increase brand awareness.
- ◆ Conducted thorough market research to identify growth opportunities, enabling strategic partnerships that strengthened market positioning.
- ◆ Maintained accurate customer records and data entries, ensuring smooth operations and effective communication across departments.

INSIDE SALES REPRESENTATIVE

Delaware Valley Lift Truck

Aug 2014 - Jul 2017

Bensalem, PA

- ◆ Trained new sales representatives on company products, sales techniques, and best practices.

- ◆ Attended meeting and sales events to learn latest developments and brainstorm new sales strategies.
- ◆ Collaborated with outside sales representatives, marketing and other departments to generate leads and close sales.
- ◆ Entered data into system and updated customer contacts with information to keep records current.
- ◆ Utilized strong communication skills to build rapport with clients, securing customer retention and fostering long-term relationships.

EDUCATION

BACHELOR OF ARTS: ENGLISH COMMUNICATIONS AND MARKETING
Lebanon Valley College

2014
Annville, PA

Dean's List - Fall 2012, Spring 2013, Fall 2014

Academic Scholarship Recipient

Extracurricular Activities: La Vie Student Newspaper Author, Habitat for Humanity Volunteer

SKILLS

Technical Product Knowledge, Account management, Microsoft Office Suite, Quoting & Order Management, Sales strategy development, Conflict resolution, CRM Software - HubSpot, Market Research, Logistics Coordination, Full-cycle B2B sales, Dealer network development, Relationship building with global partners, Cross-functional collaboration (sales, engineering, logistics, executives).

INTERNSHIPS

MARKETING INTERN
Lebanon Valley College

Jan 2013 - Apr 2014

- ◆ Managed and scheduled social media content across multiple platforms using Hootsuite, improving consistency and audience engagement.
- ◆ Wrote, edited, and distributed press releases to promote company news, events, and product updates.
- ◆ Conducted market and competitor research to support campaign planning and content strategy.
- ◆ Assisted with developing social media calendars, branded messaging, and promotional copy.