Dominic Russo

Brand Representative

Brand representative with 3 years in retail and in-store sales, selling a premium cookware line at warehouse clubs across western Pennsylvania. Runs live product demonstrations, upselling and closing at the booth, averaging $14K in weekly roadshow sales. Brings product knowledge, customer service and a positive attitude to long weekend shifts on the club floor.

dominic.russo@email.com
(412) 555-0116
Pittsburgh, PA
linkedin.com/in/dominicrusso

Experience

Brand Representative

Hearthline Cookware • Pittsburgh, PA • 04/2025 - Present

Cookware brand selling through 2-week roadshows in warehouse clubs.

- Run live cooking demonstrations of nonstick and stainless sets at warehouse club roadshows, averaging **$14K** in weekly sales.
- Sell 25 to 35 cookware sets a day by matching each set to the shopper's cooking needs and budget.
- Assemble booth displays and cooking stations in under 2 hours and pack them down at the end of each run.
- Report daily sales, stock counts and shopper feedback to the regional manager, flagging low stock 3 days before sellouts.

Sales Associate

Allegheny Outdoor Supply • Pittsburgh, PA • 06/2023 - 03/2025

Outdoor gear and footwear store.

- Sold camping, fishing and footwear gear to 70+ customers a shift, earning top seller in 4 months of 2024.
- Opened 120 store credit accounts in 1 year by explaining the rewards program at the register.
- Organized 3 vendor demo days for new camp stoves that sold out the featured stock each time.
- Counted inventory in 2 departments each month, keeping count variance under 1%.

Skills

Product Demonstrations
In-Store Sales , Upselling
Product Knowledge
Booth Displays
Inventory Counts
Sales Reporting
Customer Service
Positive Attitude
Communication Skills

Education

High School Diploma

Brashear High School

Pittsburgh, PA

06/2023