

# David Herman

47 Holland Lane ■ New Hope, PA 18940  
(215) 341-8403 ■ [daveherman@gmail.com](mailto:daveherman@gmail.com)  
Linkedin: <https://www.linkedin.com/in/dave-herman>

DH

## SALES PROFESSIONAL WITH EDUCATION BACKGROUND

Highly experienced sales manager with a successful track record of surpassing goals and benchmarks in every quarter. Dynamic team leader and innovative problem solver with strong communications and collaboration skills. Looking to bring my expertise in sales together with my passion for education.

### CORE COMPETENCIES

- Extensive sales experience
- Strategic planning
- Project management
- Training
- Team leader
- Research
- Phone sales
- MS Office
- CRM systems

---

### EXPERIENCE

---

2014 – PRESENT

#### OWNER

*APPLETON TUTORING, Newtown, PA*

- **Build clientele:** 30%+ yearly increase in clientele through targeted marketing.
- **Serve clients:** Retention driven by strong customer service.
- **Strategize:** Strategic and targeted business development plan is reviewed regularly.
- **Research and analyze data:** Research and analysis used to identify and stay ahead of shifting trends in education.
- **Collaborate and build teams:** Develop unique team-teaching approach integrating the pupil, classroom teacher, tutor, and parents.
- **Create and innovate:** Develop individualized student-specific curriculum for each client.

2010-2014

#### DIRECTOR, CORPORATE SALES

*GENE'S PARTY RENTALS, LLC., Woodlyn, PA*

- **Surpassed sales goals:** Boosted 4-year sales by 127%.
- **Refined sales techniques:** Combined lead generation, cold calling, content marketing, and SEO to develop accounts.
- **Managed accounts:** Managed portfolio of more than \$1.7M yearly.
- **Developed and led teams:** including hiring, training and development.
- **Improved customer service support:** Maintained and built on current clientele.
- **Engaged:** Participated in professional organizations and community functions.

2005-2010

**DIRECTOR, SALES**

*MAGIC-TIME PARTY, INC.*, Warminster, PA

- **Surpassed sales goals:** Beat all goals by an average of 33% per month using competitive market research.
- **Constructed comprehensive business development plan:** Identified short and long-term goals; developed and implemented strategies to reach those goals.
- **Defined growth plan and sales goals:** Identified key corporate and civic clients and target markets.
- **Designed new marketing strategies:** Market analysis and business intelligence drove new strategies.
- **Synthesized SEO strategy:** Conducted extensive keyword research and analysis.
- **Developed and led teams:** Included hiring, training and development.
- **Planned and serviced events:** Created for corporations, municipalities, school districts, colleges, and personal clients.

---

**ADDITIONAL EXPERIENCE**

---

**SAINT JOSEPH'S**, Yardley, PA

**RELIGIOUS SCHOOL PRINCIPAL**

Oversaw faculty of 15, including hiring, training, development, and evaluation. In collaboration with Executive Director, developed and oversaw educational program. Created and implemented curriculum and academic policy.

**SAINT ANN'S**, Newtown, PA

**HEBREW SCHOOL TEACHER**

Taught religious at this religious school. Established and maintained code of behavior and classroom management tools. Developed curriculum and academic policy.

---

**EDUCATION**

---

**Master of Arts (MA)**, Elementary Education, Arcadia University, Glenside, PA, *summa cum laude*

**Bachelor of Arts (BA)**, Communications, Minor in Business Administration, Muhlenberg College, Allentown, PA

---

**VOLUNTEER EXPERIENCE**

---

**TEAM CAPTAIN** – *Walk out of Darkness*, American Foundation for Suicide Prevention (AFSP), Philadelphia

**BOARD MEMBER** (Fundraising Committee, Communications and Marketing Committee) – National Association for Mental Illness (NAMI) of Bucks County