

REGINA F. GALKE

31 Lenox Road, Rockville Centre, NY 11570

(516) 536-6954

May 1976
to
Present

YELLOW BOOK CO., L.P.

440 Merrick Road, Oceanside, NY 11572

(516) 766-1900

Manager, Telemarketing Department.

Responsibilities: Hire, train and motivate telephone sales force to sell advertising space in local telephone directories. Scripting, reporting, sales meetings, commission/incentive statements. Designed office forms: weekly call sheets, activity reports, monthly recaps, etc.

Creator/coordinator of classified heading book; author of sales manual (field and telephone); originator and editor of monthly Newsletter (3 years); editor and sometimes creator of sales promotion material. Sales volume in Telemarketing has doubled and tripled each year under my management.

Also created 64-page Community Information section for 40 directories. Responsible for content, research, design and layout. Section won first prize at National Yellow Page Service Association convention held in Palm Springs, CA March, 1985 (competing against Bell Telephone and Independent Directories nationwide).

1970 - 1976

Assistant to ALLARD K. LOWENSTEIN, Congressman, Author, Lecturer, Activist.

Responsible for all of Mr. Lowenstein's scheduling (lectures, press conferences, political campaigns, etc.); international travel arrangements; decisions on College lecture circuit appearances; typing and editing manuscripts and magazine/newspaper articles; financial coordinator, both personal and business. Heavy telephone and correspondence.

1963 - 1968

YELLOW BOOK CORP. (same address and phone as above)

Account Executive/Field Sales. Personal contact to selected business firms to sell advertising in local telephone directories; rework of other sales representatives' problem accounts; settling complaints.

1953 - 1962

REUBEN H. DONNELLEY CORP.

711 Third Avenue, New York, NY 10017

(212) 972-8000

Sales Representative, Nassau. Account Executive, Queens, Manhattan. Directory advertising sales. Winner of both Sales and Accuracy Awards 1956 thru 1959; first female Manhattan Account Executive, responsible for major accounts (extensive market research, planning).

1962 - 1963
1951 - 1953

MONTGOMERY WARD, Albany, NY 12201

Catalog Store Manager. Responsible for sales, credit (extending and collections), inventory, personnel, payroll, reporting. Travelled throughout New England (Stamford, CT to Bangor, ME) on 'trouble-shooting' assignments.

*Write
talk to
you about
this.*