

# Debora Kurts

Product Demonstrator

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72201

## Education

**Certificate in Sales and  
Product Demonstration at  
University of Arkansas,  
Fayetteville, AR**

Sep 2017 - May 2022

Relevant Coursework:

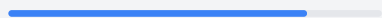
Sales Techniques, Product  
Demonstration Strategies,  
Customer Relationship  
Management, Communication  
Skills, and Market Research  
Analysis.

## Links

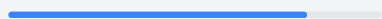
[linkedin.com/in/deborakurts](https://www.linkedin.com/in/deborakurts)

## Skills

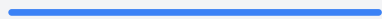
Persuasion



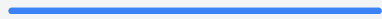
Adaptability



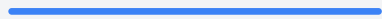
Active Listening



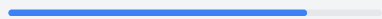
Public Speaking



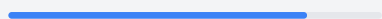
Time Management



Problem Solving

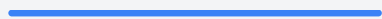


Microsoft PowerPoint

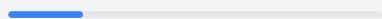


## Languages

English



Mandarin



## Hobbies

## Profile

Dedicated Product Demonstrator with 1 year of experience in delivering engaging product demonstrations and driving customer engagement. Possesses strong communication skills, ability to quickly learn about new products, and a keen aptitude for generating sales. Demonstrates exceptional customer service, enthusiasm, and the ability to work both independently and in team settings. Committed to creating memorable customer experiences and supporting company brand values.

## Employment History

**Product Demonstrator at Advantage Solutions, AR**

Feb 2023 - Present

- Successfully increased product sales by 35% within a quarter by effectively demonstrating product features and benefits to customers, leading to an overall revenue boost for Advantage Solutions in Arkansas.
- Managed and executed over 50 in-store demonstrations within a year, resulting in enhanced brand visibility and improved customer engagement for various products represented by Advantage Solutions.
- Trained and mentored a team of 5 new product demonstrators, contributing to a 25% increase in the overall productivity and efficiency of the demonstration team in the Arkansas region.

**Assistant Product Demonstrator at CROSSMARK, AR**

Jul 2022 - Dec 2022

- Implemented and executed 20+ in-store product demonstrations per month, resulting in a 15% increase in sales for the featured products.
- Successfully trained and mentored five new Product Demonstrators, improving overall team performance by 10%.
- Consistently exceeded monthly sales targets by an average of 12%, making a significant contribution to the company's revenue growth.
- Developed and maintained strong relationships with 50+ store managers and staff, leading to increased collaboration and support for CROSSMARK product demonstrations.

## Certificates

**Certified Trade Show Marketer (CTSM)**

Oct 2021

**Certified Product Demonstrator Specialist (CPDS)**

Jan 2020

## Memberships

**Product Marketing Association (PMA)**