

**SIOBHAN MC HUGH**  
**SALES ASSOCIATE**

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*Strong administrative, organizational and communication skills....*  
*Hardworking and very detail oriented...*  
*Ability to maintain professionalism and a positive attitude at all times....*  
*Friendly and energetic personality with customer service focus....*

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### KEY SKILLS AND COMPETENCIES

- ✔ **Cultivating enduring relationships** with customers and distributors worldwide.
- ✔ **Gathering detailed information** from customers and distributors to help solve problems.
- ✔ **Sharing information and ideas**, and supporting team members to achieve goals.
- ✔ **Ensuring and advancing product quality** in a regulated environment.
- ✔ **Proficient** in Microsoft Suite, QuickBooks, Track-it IT Helpdesk software and Kayako customer service software.

### PROFESSIONAL EXPERIENCE

**SALES ASSOCIATE, OTOVATION LLC (NOW AUDITDATA LLC)**  
1001 WEST NINTH AVENUE, SUITE A, KING OF PRUSSIA, PA 19406

2007 TO PRESENT

Originally recruited by a consultant at OTOVATION LLC on a part-time basis. My job then developed into a full-time position with my primary responsibility being technical support and sales. During this time, I performed many different duties at the company as I grew and gained more knowledge about the products and services.

***Administrative duties performed:***

- Provided general administrative and clerical support including mailing, scanning, faxing and copying to management.
- Maintained our electronic and hard copy filing system.
- Opened, sorted and distributed incoming correspondence.
- Answered calls and inquiries from customers and distributors regarding our products and services.
- Prepared and modified documents including correspondence, reports, drafts, memos and emails.
- Scheduled and coordinated meetings, appointments and travel arrangements for Managers.
- Maintained office supplies for all departments.

***Software testing duties performed:***

- Participated in design meetings to gather user requirements from our sales team and reviewed and refined software requirements and detailed designs.
- Assisted in planning, executing and evaluating test scripts to ensure the requirements and technical specifications were met for both system enhancements and existing functionality.
- Maintained all project and testing documentation.

***Technical Support duties performed:***

- Worked with customers and distributors to help identify hardware and software issues and advised on possible solutions.
- Logged complaints and analyzed complaint logs to spot common trends and underlying problems.
- Created technical bulletins for distributors to allow them to fix customer problems in a detailed step by step manner.
- Initiated remote sessions with customers if the problem required remote support.
- Updated user manuals and installation guides based on customer feedback.
- Followed up and make scheduled call backs to customers when necessary.

***Order Processing duties performed:***

- Received and processed all incoming orders for products and services.
- Communicated to customers on pricing and shipping dates.

- Updated customer information on computer database.
- Prepared shipping documents, export documentation, pro forma and commercial invoices for all shipments.
- Assisted countries with their regulatory process to allow them to import our products into their respective countries.
- Maintained, tracked and managed all demo units at customer locations, ensuring prompt sale or return of all equipment involved.
- Authorized, tracked and ensured proper credit for returned equipment.
- Compiled and maintained records of type and quantity of product in our inventory.
- Received and logged all physical inventory received.
- Performed final QA checks on all products prior to shipping.

***Sales duties performed:***

- Maintained an organized, efficient and structured sales process.
- Educated distributors on the company's products and services.
- Administered special projects when requested for sales and marketing departments.
- Created and distributed mailers, emails and letters to customers regarding sales promotions and events.
- Generated reports with sales activity, commissions and revenue data for the V.P of Sales on a weekly and monthly basis.
- Managed and updated price sheets and order forms annually.
- Arranged travel and processed expense reports.
- Setup and attended tradeshows. Reserved booth space, ordered materials, and answered questions from potential customers.
- Developed and maintained relationships with distributors, representatives, customers and business partners in Latin America, Canada and Europe.
- Researched new markets and sales opportunities.

## EDUCATION

Letterkenny Institute of Technology, Ireland	Certificate in Legal Studies
Letterkenny Institute of Technology, Ireland	B.A. in Legal Studies

## REFERENCES

*Dave Davis, CEO of Medical Device and Technology Companies*  
 Email: [ddavis@remotear.com](mailto:ddavis@remotear.com)  
 Ph. 610.613.5600

*Ann Marie Early, former Director of Administration, OTOVATION LLC*  
 Ph. 610.656.2985

*Terry Ross, Director of Sales, AUDITDATA LLC*  
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*Michael Poe, Sales consultant, AUDITDATA LLC*  
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