






# Rachel Haverluck

RMS Applicant



## CONTACT

-  (312) 720-3308
-  rachel.haverluck@mdlz.com
-  Peoria, Arizona

## EDUCATION

### BUSINESS MANAGEMENT

Bachelors Degree  
Colorado State University  
2020 - Present

### APPLIED SCIENCE in PARALEGAL

Associates Degree  
Highest Distinction  
Rio Salado College  
2010 - 2013

## SKILLS

- Leadership
- Time Management
- Organizational
- Communication
- Adaptability
- Multi-Tasker

## PROFILE

Having a career in the retail grocery business that started in 1990, you can be assured that Rachel has experienced challenges that span the entire spectrum. Having that kind of knowledge and longevity gives her a unique perspective of how to overcome any roadblock while educating and training others on how to avoid them. This know-how, and can-do attitude provides her teams with a direct path to success and growth.

Rachel is an Arizona native that started her career with Fry's Food and Drug (Kroger) when she was just 16 as a carryout. She worked her way up to the position of non-foods General Merchandise Manager and still found time to get married to her husband of 25 years and raise two wonderful girls.

At age 29, Rachel took a leave from the retail grocery business so that she could help her husband build a national marketing company. Acting as COO, the company now has clients from New York to LA.

Having conquered the challenges of marketing small businesses, she went back to school and back into the workforce, to forge a career that she could call her own. In 2015, Rachel joined the Mondelez team as a part-time merchandiser, where she has become a team player, a leader, and continues to master her craft.

In her free time, Rachel enjoys spending time with her family, hiking, cycling, and road trips exploring new places, and finding new adventures.






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## WORK EXPERIENCE

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### SALES REPRESENTATIVE

MONDELEZ INTERNATIONAL - PHOENIX, AZ  
November 2018 to Present

#### Responsibilities

Sales of Mondelez International key products.

Trainer for all potential or incoming new merchandisers.

Maintain relationships and rapport with all key accounts.

Display building and proper placement to gain the most sales according to the company needs.

Meet a sales goal every month and every quarter.

Build rapport with key personnel within all of my key accounts.

#### Accomplishments

Exceeded and Achieved Expectations in all aspects and responsibilities of the job.

#1 Sales Rep for the first quarter of 2020

Achieved Sales Goals for every month and quarter since I have been a Sales Rep.






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## WORK EXPERIENCE

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### FULL TIME SALES SERVICE REPRESENTATIVE/FULL TIME ORDER WRITER

MONDELEZ INTERNATIONAL - PHOENIX, AZ  
March 2016 to November 2018

### Responsibilities

Merchandising of Nabisco Products for our clients/customers.

Trainer for potential and incoming new merchandisers.

Order writer for all key accounts.

Display building and proper placement to gain optimum sales according to company needs.

Meeting sales goals every month.

Periodically fill-in for sales representative when he/she is out.

Building rapport with personnel within all of our key accounts.

### Accomplishments

Managers Award for 1st, 2nd, and 3rd Quarter of 2017

Exceeds Expectations in all aspects and responsibilities of the job.






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- Multi-Tasker

## WORK EXPERIENCE

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**PART TIME SALES SERVICE REPRESENTATIVE/MERCHANDISER**  
MONDELEZ INTERNATIONAL - PHOENIX, AZ  
November 2015 to February 2016

### Responsibilities

Merchandising of Nabisco Products for our clients/customers.  
Trainer for potential and incoming new merchandisers.

Sales

### Accomplishments

Exceeds Expectations in all aspects and responsibilities of the job.








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- Multi-Tasker

## WORK EXPERIENCE

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### CO-OWNER/CHIEF OPERATIONS OFFICER

LUCKRAY MARKETING - PEORIA, AZ  
April 2010 to November 2015

### Responsibilities

Operations  
Project Management  
Human Resources  
All financial aspects of the business

### Accomplishments

Secured top rankings from Google  
Help to create a self sustaining business that continues to generate consistant revenues.

### Skills

Reasearcher  
Organizational Skills  
Multi-Tasker  
Leadership






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- Multi-Tasker

## WORK EXPERIENCE

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**FULL TIME MOTHER**  
PEORIA, AZ  
March 2004 to April 2010

### Responsibilities

Time Management  
Teacher/Mentor  
Chef

### Accomplishments

Oldest Daughter just graduated from ASU with a bachelors degree in medical studies, Summa Cum Laude.  
Youngest Daughter just graduated from high school, lettering in academics all for years.






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## WORK EXPERIENCE

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### GENERAL MERCHANDISE DEPARTMENT MANAGER

FRY'S FOOD STORES - TOLLESON, AZ  
September 1990 to March 2004

#### Responsibilities

Managed and supervised five employees.  
Inventory Management  
Employee Training  
Employee Reviews  
Scheduling  
Merchandising  
Sales

#### Accomplishments

Shrink levels below 2% for every quarter, making my department one of the best in all of Kroger.  
Help to create a self sustaining business that continues to generate consistent revenues.  
I still have employees that stay in touch with me to this very day.

#### Skills

Leadership  
Management  
Organizational  
Merchandising  
Plano-gram Knowledgeable  
Store Reset Knowledgeable



Mondelēz International  
5757 W Lower Buckeye Rd  
Phoenix, AZ 85043

May 8, 2021

Dear David Rodriguez and Jon Ball,

I am writing this letter to recommend Rachel Haverluck for RMS for Team 233. I have had the honor of working with Rachel for 2 years as a FTOW for me and helping develop her along the way to the Sales Rep role she is in now. Rachel has an eagerness to advance and grow with Mondelēz and quickly learns new positions.

From my time working with Rachel it was apparent she understood the job well and how to train new SSRs to be as effective as her. She became our team trainer on team 233 and all new SSRs went through Rachel to get trained. She is fully capable of onboarding and continuing the success of the merchandisers. Her other qualities that set her a part is her organization skills and ability to handle any situation. She had worked hard to achieve her para legal degree and knows how to stay organized with emails and tasks at hand. She is very relatable with all people and can build trust in relationships with her team and managers. She is a leader that leads by example and follows through on all tasks.

With all the change that has happened recently in the market and promoting Rachel to RMS who started on this team and worked her way up would help the team stay positive and engaged. I wish her luck in the interview process and please reach out with any further questions.

Sincerely,

Meghan Tigard  
CCM Hy-Vee





Michael Becker  
Nabisco/Mondelez  
Senior Sales Representative

To whom it may concern:

Rachel Haverluck has been an outstanding sales service rep and sales rep for the Mondelez/Nabisco company for many years. As someone who was trained by and worked with Rachel, I can say that I am impressed by her character, diligence and work ethic. She has consistently demonstrated the ability to rise to any challenge that came her way in the work place. Rachel has always showed the Mondelez Values and convictions. When in training with Rachel she always took the time to explain and show me the reason what we do and why. Working with her now in the sales rep role on this new team has not changed any of her dedication and customer focus. I believe that she is a great candidate for the RMS role and would be great at it. Rachel has the skills and knowledge and the understanding to be able to succeed in this role. If you have any further questions regarding Rachel, please do not hesitate to contact me.

Sincerely

Michael Becker  
Mondelez/Nabisco  
Senior Sales Rep  
312-720-3581

To whom it may concern

I am writing to recommend Rachel Haverluck for promotion to RSM within the company.

I have worked with Rachel over the past two years and have nothing but positive things to say . She is very creative, driven, patient and compassionate. Her training style has impressed me and made it a pleasure to work with and learn from her. Her ability to problem solve and make creative decisions as well as her communication skills and professional attitude have impressed me and says a lot about her ability.

I think she will make an excellent addition to the RSM team.

Should you have any further questions regarding the above, please don't hesitate to contact me.  
480-848-7302 / [ekallail@gmail.com](mailto:ekallail@gmail.com)

Thank You

Elizabeth Kallail

FTSSR

Kim Ross, Jon Ball, and Garron Tooley,

I am recommending Rachel Haverluck for the Sales Representative position in Phoenix, Arizona. As the Customer Retail Manager of Military, I have the privilege of working closely with her at Luke AFB. Rachel has showcased flawless in store planning and execution. She maximizes every program provided to her and has displayed an outstanding ability to form strong relationships with commissary management.

I normally do not include an entire table in a recommendation letter, but these Nielsen results convinced me to do so. Year to Date Military's Total Food and Beverage is down 4.3 \$% change, the cookie/cracker category is down 3.4, and Nabisco is down 0.9. However, Rachel has defied the trends and delivered remarkable results at Luke AFB. Year to Date she is outperforming our competition and growing the business by 3.5 \$%change!! Her share is impressive too at 53.3, up 4.7 share point change.

Luke AFB		Luke AFB								
Period : YTD W/E 09/29/18	\$ Shr of Cookies, Crackers, and Filled Crackers	\$ Shr Pt Chg	\$	\$ % Chg	\$ Abs Chg	Pkg Shr of Cookies, Crackers, and Filled Crackers	Pkgs Shr Pt Chg	Pkgs	Pkgs % Chg	Pkgs Abs Chg
<b>Total Biscuit</b>	<b>100</b>	<b>0.0</b>	<b>\$489,443</b>	<b>(5.7)</b>	<b>(\$29,471)</b>	<b>100.0</b>	<b>0.0</b>	<b>211,101</b>	<b>(8.9)</b>	<b>(20,636)</b>
Nabisco	53.3	4.7	\$260,988	3.5	\$8,758	52.0	4.5	109,761	(0.3)	(371)
Kellogg's	18.3	(2.0)	\$89,556	(14.8)	(\$15,531)	19.4	(1.7)	40,973	(16.2)	(7,942)
Campbell's Soup	12.8	(2.4)	\$62,826	(20.7)	(\$16,414)	12.3	(2.9)	26,018	(26.3)	(9,299)
Lance	0.0	0.0	0.0	(47.1)	\$0	0.0	0.0	0	0.0	0
Pep Farm	3.2	(2.5)	15521.8	(47.1)	(\$13,835)	3.8	(3.1)	7,996	(49.9)	(7,978)
Archway	1.0	(0.0)	4884.0	(7.4)	(\$392)	1.0	0.0	2,185	(6.4)	(150)
<b>All Other</b>	<b>15.5</b>	<b>(0.3)</b>	<b>76073.0</b>	<b>(7.6)</b>	<b>(\$6,284)</b>	<b>16.3</b>	<b>0.1</b>	<b>34,349</b>	<b>(8.1)</b>	<b>(3,024)</b>
Bahlsen Cookies	0.5	0.2	2267.3	83.4	\$1,031	0.5	0.1	986	34.0	250
Nonni's Cookies	1.5	0.3	7493.0	14.9	\$971	1.5	0.2	3,233	6.9	208
Voortman Cookies	1.7	(0.3)	8138.3	(18.2)	(\$1,806)	1.5	(0.2)	3,092	(20.3)	(788)
Walkers Cookies	2.3	(0.5)	11083.6	(23.2)	(\$3,352)	2.6	(0.7)	5,458	(27.4)	(2,056)
Glico Cookies	0.4	(0.0)	1909.2	(7.7)	(\$160)	0.2	(0.0)	(10)	(54.0)	1
Lotus Cookies	0.6	(0.1)	2947.9	(17.8)	(\$638)	0.9	(0.1)	1,854	(19.7)	(456)
Sophia's Cookies	0.4	0.1	1850.6	22.9	\$345	0.4	0.1	779	23.1	146
Sky Flakes Crackers	0.4	(0.0)	2088.2	(8.2)	(\$186)	0.4	0.0	873	(9.0)	(86)
Darefood Cookies	0.4	(0.0)	1800.0	(16.0)	(\$344)	0.1	(0.0)	304	(16.5)	(60)
Nutella Multi-Compartment	0.6	0.1	2931.5	15.4	\$391	0.6	0.1	1,281	13.7	154
Horizon	0.4	(0.0)	\$2,088	(8.2)	(\$186)	0.4	0.0	873	(9.0)	-86
Stauffer's	0.4	(0.0)	\$1,800	(16.0)	(\$344)	0.6	(0.0)	304	(16.5)	-60

Rachel has my highest recommendation for this position. She exceeds my expectations in her current role and I have no doubt in my mind that she will continue to do so as a Sales Representative. Please feel free to reach out to me with any questions regarding Rachel or her past work at Luke AFB.

Thank you,

Camille Norman  
 Customer Retail Manager | Military  
 Camille.Norman@mdlz.com | (619) 994-7220

To whom it may concern.

I am passing on some observations regarding Rachel's performance in the time that I have had the pleasure of working with here.

Rachel has been my back up order writer for five months now. In that time, I have found her values and work standards to be excellent. Below are some examples of her work ethics.

Team player: Rachel is flexible and cooperative. She is always willing to go the distance to get the sale and deliver results. She has done a great job of securing additional hutches on the floor for sales, TPR's, and flash sales.

Acts like an owner: She never settles for good, she strives for the perfect store. Rachel has secured and maintained approximately 30 additional hutches in Luke Air Force Base. She initiates changes that are taking place in all stores on the territory.

Great communicator: Rachel delivers accurate communication to myself, SSR, RMS, DM, and CM. She is not shy about reaching out to remedy an opportunity. She communicates changes, sales, and opportunities to store level managers.

Teacher Trainer: Rachel is often tasked with the job of training new hires. She embraces the opportunity to train and develop all new hires.

Rachel has a great relationship with her peers, leaders and store managers.

Drives sales: Always want to beat sales plan. Rachel has been a big part of our success. She always wants to be number one. Secures additional displays, ensures all mandated displays are up. Like myself, she finds out of stocks that are controllable unacceptable. Hence full and well-stocked shelves when she orders.

Execution: Another great quality that Rachel possess. Displays are built and set up to VTW standards in a timely manner.

Thank You  
Danny Simons  
Mondelez International  
Nabisco Sales  
Phone 224-571-6687  
Tuesday, 10/23/2018