



JAMES ENGBERG II

SALES &
CREATIVE

A creative and strategic sales leader with experience designing & managing private label and branded confection programs in 15,000+ stores across North America.

hello@jamesengberg.com

(978) 254-2491

www.jamesengberg.com

Education

2014-2018
Graphic Communications
Montachusett
Technical School

Skills

- Account Relations
- B2B Sales
- Project Direction
- Packaging Design

Programs

- Adobe Suite
- Microsoft Office
- Monday.com
- Keychain

Awards

2019-2020
Quality Business Award

Awarded for highest customer retention at an AIL Branch

2016-2017
Advertising & Design Award

Awarded for best presented & designed mock brands at SkillsUSA

Recent Experience

Hebert Foods, Inc
Director of Sales & Creative

Jan 2025 - Present

- Lead sales and account management for private label products across multiple brands reaching 15,000+ retail locations
- Spearhead full-cycle sales initiatives for new product lineups & cultivate long-term client relationships, delivering strategic growth opportunities

Creative Project Director

Mar 2024 - Jan 2025

- Managed a design team working on product lines for prominent retailers and c-stores including Market Basket, Circle K, Royal Farms, and more.
- Executed promotion opportunities for Hebert's private label customers including limited time products and coupon programs

Hebert Retail, LLC
Marketing & Sales Coodinator

Nov 2020 - Mar 2024

- Developed skills in the food and packaging industry, focusing on label design/rebrands and business-to-business communications with prominent convenience store chains

Past Roles

2019 - 2020
Insurance Agent
American Income Life

Selling life insurance products to major unions across New England

2018 - 2019
Brand Developer
Symmetry Products

Developing & advising brand strategies for an entrepreneur in the automotive industry

2017 - 2018
Graphic Designer
SuzorIT

Entry level designer working on projects for local businesses and public organizations

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