

### Summary

Results-oriented **Marketing and Customer Relations Manager** with strong track record in sales and marketing, customer service, project management, and sales support. High-energy team player, that inspires and motivates staff while providing outstanding service to demanding customers. Proven skills in supervision, training, and event planning.

### Experience

#### DEALERS GREATEST ASSET

APRIL 2009-PRESENT

##### **Call Center Manager**

- Direct call center operations as a liaison between clients, supervisors, and call center employees.
- Administer performance management by diagnosing improvement opportunities, providing effective feedback, coaching, training, professional development, and corrective action plans.
- Analyze call center statistics to measure staff performance and the need for improvement.
- Develop sales techniques of each customer service representative to drive revenue growth.
- Coordinate the interviewing, hiring and training for customer service representatives.
- Monitor interaction between staff and callers to ensure quality assurance standards.
- Perform quality checks, develop and review performance reports, identify areas to improve, and implement measures to improve performance levels and meet objectives.
- Conduct group training sessions

#### HAWTHORN PHARMACEUTICALS, Orlando, FL

2006

##### **Sales Manager**

- Managed and grew North Orlando sales territory from 70 to 201 accounts.
- Grew sales by 20% in 2006.
- Detailed five specialty categories with over 25 product launches.
- Maintained detailed database which resulted in strategic contact with accounts resulting in consistent growth.

#### MANPOWER, Altamonte Springs, FL.

2005- 2006

##### **Branch Manager**

- Increased Branch revenue by 40% within the first 3 months, while consistently exceeding branch standards.
- Recruited, interviewed, hired and oriented qualified staff.
- Managed recruiting and staffing for Light Industrial, Clerical and Professional positions of this Staffing Company.
- Held Human Resource responsibilities for associates and accounts.
- Established and maintained all major accounts
- Developed marketing campaign and related materials.
- Conducted and attended local networking events and job fairs.
- Worked with local advertising agency to create marketing campaigns and materials to increase company's visibility as a viable employment option.

#### ENTERPRISE RENT-A-CAR, Linthicum, MD

2000 – August 2005

##### **Van Marketing Manager** (2001- July 2005)

Operations Manager for Enterprise 15-passenger van program for 65 locations within the State of Maryland. Managed sales, marketing, customer service, operations, and finance. Worked with Area Managers and Corporate Account Managers to establish and maintain relations with corporate accounts.

- Inherited fleet of 40 units, doubled it to 80 units in 6 months, and then grew it to 231 units. Program became the national model for all of Enterprise's 15-passenger van businesses.
- Increased annual sales 300% from 2000 to 2005.
- Monthly revenue surpassed \$100,000 for the first time in June '02 and grew to \$250,000 in June '05.
- Conducted new hire and ongoing training classes on sales, marketing, and policies for all 65 branches.
- Developed creative incentive program for branch employees to generate more 15-passenger van leads.
- Developed proactive van addendum audit process, which increased compliance from 10% to 90%.
- Mentored 10 new hires and trained them for qualification tests.
- Assisted in organizing numerous community service events, golf tournaments, and dinners.

##### **Assistant Branch Manager**, Annapolis, MD (2000 – 2001)

- Assisted with all aspects of sales and marketing, customer service, fleet control, employee supervision (5-6 employees) and accounts receivable.
- Provided sales support and market to existing corporate accounts.
- Increased corporate account business by 13% in one year.
- Established and maintained productive relationships with dealerships, insurance agencies, adjusters and body shops to retain and increase referral base.

### Education

#### URSINUS COLLEGE, Collegeville, PA

1997

**B.S.**, Political Science/International Relations