

## BUSINESS DEVELOPMENT MARKETING REPRESENTATIVE

### Summary

Motivated Marketing Manager specializing in budgeting, project management and staff training and development. Thoroughly understands client preferences and needs, and effectively manages sales teams to optimize customer satisfaction and boost sales.

### Highlights

Skilled in MS Office

AS400

Excel, Quickens and Cubs-Picklan

Fluent in Spanish

Strong interpersonal skills

Skilled multi-tasker

- Account management
- Brand recognition optimization
- Cross-functional team leadership
- Public relations expert
- Excellent communication skills
- Team building expertise
- Consultative sales techniques

### Accomplishments

Created strategies to develop and expand existing customer sales, which resulted in a [Number]% increase in monthly sales. Managed a portfolio of [Number] accounts totaling \$[Amount] in sales. Hired, trained and managed a team of [Number] successful product managers. Launched aggressive growth plans that helped increase customer base from [Number] to [Number] customers.

### Experience

Business Development Marketing Representative

January 2000 to Current Company Name i¼ City , State

Identified, developed and evaluated marketing strategies based on knowledge of company objectives and market trends. Incoming and out calls to Dealers and Consumers Maintain a healthy and reputable relationship with Dealers and Management. Negotiated favorable contract structures, fees and criteria exceptions. Researched banking guidelines and statutory requirements to stay updated on new laws and applications. Researched beneficial investment opportunities and made recommendations to senior management. Review credit bureau and applications on consumers for decision making on approvals and declines for program guidelines and criteria. Train Dealers on our criteria and program guidelines for approval accuracy when submitting applications. Developed solid estate and tax code knowledge base through continued research and training to assist Dealers in maintaining a favorable look to book ratio on submitted deals. Problem solving on dealer packages submitted for funding In house support for assigned Field Representatives Market In house products (Direct Mail, Internet Leads, Automated Internet Advertising, etc ) generating business. Communicate with customers and/or opposing counsels regarding status of account Review Chapter 13 plans for objections on value and interest on vehicles in order to obtain an attorney or negotiate with customer's attorneys.

Junior Accounting Clerk / Case Analyst / Skip Tracer

January 1991 to January 2000 Company Name i¼ City , State

Collected data to prepare and draft settlement packages for clients. Drafted various court documents, invoices and enclosures at attorneys' request, reconciling over 1,300 payments, 2,000 invoices daily. Managed communication with courts regarding status of petitions and granted orders. Analyzed law sources, including statutes, recorded judicial decisions, legal articles, constitutions and legal codes. Trained new employees on office equipment and job duties. Organized legal memoranda and client correspondence. Processed summons, subpoenas, appeals and motions.

Loan Processor

January 1989 to December 1990 Company Name i¼ City , State

Adhered to all federal and state compliance guidelines relative to retail mortgage lending. Interviewed an average of [number] mortgage loan applicants per month. Performed daily maintenance of the loan applicant database. Analyzed applicants' financial status, credit and property evaluation to determine feasibility of granting loan. Created financial analysis reports of commercial real estate, borrowers' financial statements, lease reviews and market research. Effectively managed more than [number] client relationships. Provided expert financial advice on mortgage and both educational and personal loans. Performed daily maintenance of the loan applicant database.

### Education

Accounting Business Certificate : Accounting , 1995 Cypress Community College i¼ City , State , US

Coursework in Accounting, Finance and Business Administration

Certificate : Management , 1111 XXXX Seminar i¼ City , State , US

Completed Mortgage Underwriter training

Legal Marketing and Management seminar

Languages

Bilingual Spanish/English

Affiliations

Review Chapter 13 plans for objections on value and interest on vehicles in order to obtain an attorney or negotiate with customer's attorneys

Skills

Banking: Credit Decisions, Credit Evaluation, Advertising, Business Development, Buyer, Buying/procurement, Sales Calls, Exceptions, Internet Advertising, Leads, Marketing, Problem Solving, Filing, Incoming Calls, Accounting, Billing, Clerk, Invoices, Payments, Skip Tracer, Bankruptcy, Mortgage Loans.

Sales Account Management: Business Development, Team Building, Marketing Plans, Territory Management, Staff Management and training.