

## PUBLIC RELATIONS MANAGER

### Summary

[Job Title] bringing expertise in listed equity and index options as well as extensive experience with regulatory inquiries and examinations, retail and professional trading practices and back-office functions.

Diligent and driven [Job Title] who has achieved success in a variety of roles with increasing levels of responsibility. An effective communicator and team-builder with strong analytical, management and organizational skills.

[Job Title] equipped with the excellent negotiation skills, market insight and business acumen necessary to guide struggling and newly-formed companies to financial success.

Business Development Manager versed in building strategic partnerships through persuasion, negotiation and personal presence.

Business development professional successful at acquiring, expanding and managing key corporate accounts.

[Job Title] who consistently exceeds company objectives to secure client satisfaction and loyalty.

### Highlights

- Energetic work attitude
- Goal-oriented
- Bilingual in [languages]
- Excellent time management skills
- Inspiring team leader
- Excellent sales techniques
- Fortune 500 partner experience
- Cold calling
- Prospecting and cold calling
- Strategic account development
- Strong interpersonal skills
- Relationship selling
- Customer-oriented
- Energetic
- People-oriented
- Fluent in Spanish
- Excellent communication skills
- Reliable
- Financial analysis
- Detail-oriented
- Analytical
- Strategic positioning
- Financial reporting
- Critical thinking
- Conflict resolution
- Strong organizational skills
- Active listening skills

### Accomplishments

Increased revenue 312% in 2011 .

Increased revenue 136 % in 2012 .

Awarded "Emergent Talent Program" for showing extraordinary leadership skills.

### Customer Relations:

- Earned highest marks for customer satisfaction, company-wide.

### Workflow Planning:

- Implemented new work process flow which increased department productivity.

### Process Improvement

- Created new departmental procedures manual.
- Assessed organizational training needs.

Launched aggressive growth plans that helped increase customer base from [Number] to [Number] customers.

### Experience

Company Name September 2015 to May 2016 Public Relations Manager

City , State

- Organized the company into a formal structure, defined roles and responsibilities for each position, planned the growth of the company in the coming years, and introduced the concept of Leassy as an extended enterprise.
- Analyzed data to define characteristics of potential customers and future strategic allies to ensure the effectiveness of the marketing campaigns and corporate approach.
- Worked closely with the founders to identify geographical areas to launch, testing different cities and controlled markets.
- Assisted to several events and coordinated meetings with investors and clubs' representatives to pitch and promote the idea, gaining recognition from potential users and prospective investors.

Company Name August 2013 to April 2015 Special Projects Manager

City , State

- Worked with the services manager to design and implement a project to increase acquisition of specialized tools, and technical training to repair technicians.
- Three months post implementation customers complaints related to general repairs and time of response were reduced by 50%.
- Synchronized the different teams of the company to work towards shared goals with General Motors Venezolana, classifying the car dealership as one of the top tier in Venezuela and becoming a member of the exclusive "Club del Presidente de GM".
- Worked as communications liaison between the company's individual contributors and senior leadership.
- Utilized voice of the workforce to boost engagement and satisfaction levels amongst the employees.

- Spearheaded the planning, design and execution of a new quick oil and filter change shop, looking to increase the sales capacity by 30% to cover an important- size unattended market on the central part of the city.

Company Name February 2011 to July 2013 Relationship Manager Assistant  
City

- Performed processes of Know Your Client (KYC) and Anti Money Laundering (AML), complying with the regulators and the corporation's policies, and achieving zero expired customer files.
- Maximized the value of Citibank as Correspondent Bank by calling the clients on a frequent base to identify new opportunity of business, monitor their transactional activity, and evaluate the usage/efficiency of credit facilities.
- Worked along the senior management team to add new public and private institutions as clients after performing a thorough research of the market and defining the wanted key players.
- Decreased customer complaints related to time of response and quality of the customer service by 50% in the second quarter of 2011 and by a 100% by the end of that year through attentive relationship management.
- Developed and enhanced more than 70 client relationships, increasing revenues of the division from \$ 1.7 Million to \$ 7.2 Million in less than two years by cross-selling Cit's full range of products and services.

#### Education

BABSON COLLEGE, F.W. OLIN GRADUATE SCHOOL OF BUSINESS May 2016 Master of Business Administration City , State  
UNIVERSIDAD METROPOLITANA October 2010 Bachelor of Science : Business Administration Management City , Venezuela Business  
Administration Management

Financial Engineering Certificate

Languages

Spanish, English

Skills

approach, C, concept, Credit, Client, clients, customer service, English, senior management, Financial, Leadership, marketing, market, meetings, Money, enterprise, oil, policies, processes, quality, quick, relationship management, repairs, research, Selling, sales, Spanish, strategic, technical training