

## BUSINESS DEVELOPMENT

### Career Overview

Detail-oriented professional with a business mindset and an extensive operational background obtained through diverse industry experience in banking, loss prevention, health and wellness, and retail offering innovative methods of efficiency meant to benefit individuals at all levels of business.

### Technical Skills

Skills	Experience	Total Years	Last Used
Microsoft Office (Excel, Word, PP)	Expert	10+	2016
Google - Analytics	Intermediate	2	2016
SQL	Intermediate	1	2014
Outlook	Intermediate	6	2014

### Accomplishments

#### *Quality Control* ^

- Increased database ease of use and efficiency by 10%.

#### *Operational Management* ^

- Identified, recommended and prioritized new database features, stored various SQL query statements, and applications in conjunction with business leaders, department managers, and administrative staff.
- Developed, implemented, tested, debugged and documented various systems (ie: live chat, updated database applications, IVR and automated telephone dialers).

#### *Client Interface* ^

- Collaborated with programmers to create various forms and account interfaces that are easy to navigate, and are mobile friendly.
- Improved client relationships and performance predictability through shared business and technical perspectives and agreed expectations.

#### *Team Collaboration* ^

- Weekly brainstorm on how to increase efficiency at all levels of business, such as appropriate system upgrades and team best practices.

### Work Experience

08/2015 to Current

Business Development Company Name 1/4 City , State

- Identify areas of opportunity within the business to create solutions to increase efficiency and productivity (including the improvement of the internal process and increasing revenue).
- Strategic planning of content, promotion, and engagement.
- Monitor and report on website and ads traffic and performance.
- Worked with clients to analyze advertising needs and applied appropriate solutions within each organization's budget.
- Current project: working hand-in-hand with website owner for a complete website overhaul. Includes, website redesign and upgraded functionality, development of a brand new directory utilizing an original database, and the development of an application framework that will serve as an accompanying mobile app to the website.
- Create and update Media Kits (comprehensive and one sheet).
- Coordinate seasonal markets (assist in vendor selection, monitor payments of tables, direct table placement at venue, and coordinate all sound and lighting checks).

05/2014 to 08/2015

Operations Manager Company Name 1/4 City , State

- Establish and maintain all operational procedures and systems including the development of an in-house CRM/database via excel, sales strategy, brand development, and company wide best practices broken down by department.
- Strategic budget planning by measuring and managing key operating metrics and sales KPI's.
- Positively impact the business by effectively increasing the bottom line through decreasing business costs.
- Oversee all day-to-day operations.
- Formulate incentive plans for the sales team Implement changes requested by owner(s) to enhance the brand.

01/2014 to 12/2014

Systems Coordinator Company Name 1/4 City , State

- Maintain the flow of information through the databases used including importing of information, analyzing information entered into the system using SQL to obtain data, and validate all users on a bimonthly basis to ensure quality.
- Project Manager of Live Chat, implementation of Wazagua for use to our clients, install new clients into various databases, and monitor all

legal documents being sent by our offices.

- Assist in creating a variety of new reports within the main database used (ColLEX) by storing SQL statements.
- Endorse and deploy various automations to increase efficiency and productivity by evaluating systems performance.
- Problem solve whenever necessary by troubleshooting office systems, facilitate communications between departments, and enforcing the policy and procedures as set forth by The Zellman Group.
- Support a variety of company needs on a day-to-day basis including, but not limited to assisting in all departments whenever called upon, aid in developing new business ideas, maintain company policy and procedure manual, and validating expense reports.

05/2012 to 01/2014

Sales & Service Specialist Company Name 1/4 City , State

- Provide sales and service support to customers with extreme care.
- Refer all clients to appropriate partners including business, financial advisory, and mortgage solutions earning the #1 rank in the market with a range between 20%-27% customer engagement rate on a weekly basis (goal is 7%).
- Deepen relationships by meeting and exceeding sales goals.
- Assist in communicating key priorities and company initiatives to all staff members during staff meetings.
- Mitigate risk through account analysis. Successfully prevented numerous fraudulent checks from entering the system.
- Perform soft audits to help prepare associates prepare for quarterly reviews.
- Enhance the brand through an elite level of customer service – successfully raised banking center's level of professional treatment/customer engagement from the teller line and increase number of quality referrals by approximately 10%.
- **Graduate of the TOS Development Program** - a program for banking operations
- **Graduate of the Signature Series** - a program for personal and career branding

09/2009 to 04/2012

Assistant Manager Company Name 1/4 City , State

- Open and close store, involving responsibilities of security/loss prevention, and cash handling.
- Develop daily planners by generating daily gross and itemized goals along with an hourly projected analysis of the business.
- Manage store's cash handling including, but not limited to, purchases, returns, voids, and no sales.
- Perform safety and loss prevention audits on a daily basis.
- Developed a Sales and Service Leader tracker to observe productivity made on a month-to-date and year-to-date basis that was rolled out metro-wide.
- Improved Key Performance Indicators all around (+19% ADS, +11% IPC, +32% SPH) and decreased ratio of returns to sales from .19 to .14.
- Facilitate proper communication between all levels of management (corporate and store) and sales staff.
- Consistently motivate and drive the sales staff to exceed store goals through the delivery of performance reviews and evaluations.
- Schedule shifts for sales associates and managers.
- Oversee all hiring and training of new sales associates, with a careful intent for maintaining company expectations.
- Lead seasonal store meetings involving educating sales staff on new product while revisiting and reaffirming core values of the company.
- Direct all merchandising and marketing of the store, including floor moves every 2 weeks along with additional seasonal changes.

Education

2010

Bachelor of Arts : Sociology Stony Brook University 1/4 City , State , USA

- Member of LEG (legislation)-Schick
- Resident Safety Program monitor
- Telefund operator
- Intramural sports - soccer, indoor soccer, basketball

Skills

Data analysis, Excel, Office, Outlook, Power Point, Works, Google, SQL, Strategic, Strategic planning, tables, troubleshooting, 65 WPM, Advertising, Budget planning, Content Management, Contract Negotiation, Clients and customer service, Pricing