

# SALES-MARKETING RESUME

📍 0000 GREENFIELD AVENUE, MILWAUKEE, WISCONSIN 53214  
📞 987.654.3210 ✉ CONTACT@SALES-MARKETINGRESUME.COM

## District Sales Manager

Goal-focused and growth-driven professional with proven accomplishments in all aspects of sales and marketing operations. Known for integrity, unparalleled work ethic, marketing expertise, and the ability to surpass goals and expectations. Expert at formulating innovative and strategic solutions, translating action plans, and resolving complex situations. Recognized as a hands-on manager with outstanding leadership, critical thinking, and problem-solving skills. Equipped with articulate communication, negotiation, and interpersonal acumen, and strong capability to interface with professionals of all levels of the business.

## AREAS OF EXPERTISE

*Personnel Management ~ Client, Vendor, and Contractor Relations ~ Cross-functional Team Collaboration  
Strategic Account Development ~ Revenue and Profit Maximization ~ Strategic Market Research*

## PROFESSIONAL EXPERIENCE

### Sales - Marketing Resume ▪ Dallas, TX

#### District Sales Manager, Tennessee and Virginia

2014

- Regularly interfaced with dealers to keenly track profits on existing products and grow current sales opportunities
- Collaborated with service manager and advisors training to develop creative and strategic marketing materials for all service departments in the dealership and successfully sell vehicle protection products
- Coordinated with new and existing Chrysler dealers across Tennessee and Virginia to discuss how company products and services could meet their needs and interests.
- Devoted efforts in improving vehicle protection products sales in the territory by 20%
- Expertly oversaw a portfolio of 86 dealers with a potential revenue volume exceeding \$1M for 2014
- Facilitated comprehensive training for all finance managers in all managed Chrysler stores

### Sales - Marketing Resume ▪ Bristol, TN

#### Finance Manager

2013-2014

- Participated in monthly sales meetings and quarterly sales trainings
- Established and strengthened positive and long-term business relationships with lenders to negotiate the best deals with customers
- Communicated with clients and provided finance options that succinctly met their needs and interests
- Made profound contributions by improving dollars per unit sold by \$350 and customer service index at an average of 97%
- Maintained strong knowledge of current sales and promotion trends, as well as payment policies and security practices
- Directly communicated with current customers to evaluate current services and grow sales opportunities
- Assumed responsibility in negotiating terms of sales, service agreements and prices; documenting records in the customer database; and promoting aftermarket protection products to optimize profit

### Sales - Marketing Resume ▪ Knoxville, TN

#### Finance Manager

2013

- Efficiently responded to all customer inquiries, ensuring constituent delivery of outstanding customer service to maintain high levels of customer satisfaction index (CSI)
- Provided strategic guidance to clients on all financial options for their individual needs

### Sales - Marketing Resume ▪ Morristown, TN

#### Finance Manager

2012-2013

- Leveraged skills in consistently selling an average of \$1.2K per vehicle retailed (PVR)
- Evaluated loan applications, client credit history, and debt ratios to determine appropriate lenders and products in alignment with their needs

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## Sales - Marketing Resume ▪ Mount Carmel, IN

### Insurance Agent

2010-2012

- Received two awards within the first six months of tenure in recognition for fast-track sales
- Sold various types of insurance policies to farmers and rural communities
- Communicated and interviewed clients to gather data on their financial resources and needs

## Sales - Marketing Resume ▪ Cookeville, TN

### Subprime Finance Director

2010

- Seamlessly handled all subprime finance contracts
- Rendered expert oversight to a team of seven finance manager across three stores, including comprehensive training and performance evaluation

## Sales - Marketing Resume ▪ Alcoa, TN

### Finance Manager

2009-2010

- Managed financial planning, procurement, and investment activities
- Formulated internal control policies, processes, and guidelines for cash and credit management, budget management, and accounting
- Organized and managed financial statements, business activity reports, and financial position forecasts

## Sales - Marketing Resume ▪ Parkside, IL

### Assistant District Manager

2007-2009

- Designed and implemented comprehensive training programs for new sales associates
- Guided and assisted the Sales Team in drafting proposals and in closing contracts

## Sales - Marketing Resume ▪ Alcoa, TN

### Finance Manager

1990-2007

- Directed employees in performing accounting, payroll, financial reporting, and budgeting functions
- Served as primary resource in managing accounting, budgeting, and financial policies
- Reviewed past and current trends to determine areas of opportunity for improvement

## EDUCATION AND CREDENTIALS

**Bachelor of Arts in Business Management and Psychology**  
EAST TENNESSEE STATE UNIVERSITY ▪ KNOXVILLE, TN

**Business-to-Business (B2B) Certification**  
**Certification for Ethical Practices**

## TRAINING

Chrysler Capital Consulting Field Training | Compliance Training

## PROFESSIONAL AFFILIATION

Association of Finance and Insurance Professionals