

♥ Los Angeles, United States

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#### Profile

Small Business Owner with 10 years' experience in a service environment solely responsible for all marketing communications, branding, PR, advertising, search engine optimization activities. Built client base from 0 to 60 clients, achieving annual gross sales of \$400,000. Average debt-cycle is 60 days and profit to earnings ratio has been at 30% for the last five years. Holds an MBA and various business management certifications.

# **Employment History**

Nov 2013 - Present

Kennebunk

### Business Owner at Go-To Life Insurance

Established email marketing campaigns that generated an average of 30 leads and 12 new customers a month

- Create business plans, arrange financing, hire staff, review sales, develop marketing strategies, oversee daily activities, and identify business opportunities.
- Create customized insurance plans by calculating and quoting rates for immediate coverage action as well as and long-term coverage.
- Obtains underwriting approval by managing the application process between client and insurer.
- Provide administrative services inclusive of direct deposit forms and processing amendments in beneficiary and policy loan applications.

Dec 2008 – Sep 2013 Portland

## Entrepreneur at VodaCell

Built client base from 0 to 60 clients, achieving annual gross sales of \$400,000. Average debt-cycle is 60 days and profit to earnings ratio has been at 30% for the last five years

- Ensure that equipment and machinery are adequately maintained and promptly repaired by assigned workers.
- Market products such as wireless, cellular, merchant services, television and more focusing on bottom-line savings and value.
- Utilize customer statements to analyze savings and potential value-added services.
- Promotion via social media platforms to improve brand identity and generate warm leads.

Oct 2006 – Dec 2007 Nantucket

# Enterprise Sales Manager at IR Digital Media

Negotiated new service level agreements with suppliers, resulting

### **Details**

1515 Pacific Ave

Los Angeles, CA 90291, United States

Date / Place of birth

San Antonio

**Nationality** 

American

Drivina license

Full

### Links

**Website** 

Visualize.me

**Linkedin** 

Skills

WorkEtc

Zen Payroll

Adios

Booker

Sage Pastel

Zenefits

Oracle

Lotus Notes

VanGuard

**Business Planning** 

Telecommunications

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Life Insurance

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Marketing Campaigns

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in an `18% reduction in material expenditure and a saving of \$200k per year.

- Manage web portal e-Commerce business specializing
- Act as liaison between distributor and customer.
- Responsible for strategic planning, operations, merchandising, and marketing for the online community.
- Drive customer relations, brand positioning, revenue growth, financial management, driving operational excellence, business development, price negotiations.

# automotive resale for large brand names.

# Management Recruitment . . . . . . . . . . Financial Management . . . . . . . . Labor Relations . . . . . . . . **Project Management**

Social Media

### Education

2010 Online Massachusetts Institute of Technology (MIT)

Advanced Certificate in Entrepreneurship

Mar 2006 - Mar 2008

Chicago State University

Masters in Business Administration

Oct 2002 - Nov 2005

Springfield, AR

University of Arizona

Bachelor of Communication Science

### Courses

Chicago, IL

2013

Financial Management for Non-Financial Managers Training at Boston City College, MA

Oct 2012 - Mar 2013

Diploma in Project Management at The Small Business Academy, New York, NY

### Volunteering

Sep 2013 - Present

Maine BNI

Portland

Part of the management committee at the Business Networking Institution (BNI), organizing weekly meet-ups for small business owners in the area for networking and mentoring purposes.

### Languages

English

German

### **Hobbies**

Woodwork, Gaming, Electronics