

EXPERIENCE

2/02 – Present

E-Commerce Consultant

MOTORWERKS OF BARRINGTON

[The largest luxury car dealership in Illinois]

Overview

Negotiate sales and finance contracts for luxury car buyers through the internet. Provide editorial assistance on a monthly newsletter to attract a wider buying audience. Contact prospective customers via email, assess needs, arrange appointments, present offerings, negotiate price, secure financing and finalize sales.

PROJECT

CREATE AN E-COMMERCE DEPARTMENT – Hired 2 months after Motowerks started the e-Department. My role was to work with the E-Commerce Manager and the Sales Operation Manager to create the first-ever selling methodology via the internet.

ACTIONS ———

Built a Process Map for referrals from inception, initial contact, follow-up and final close. Designed dozens of response templates refined with customized features to create a ‘warm-touch’ appeal to the prospective customers.

RESULTS

New referrals grew by 10 new leads a day which boosted e-commerce sales 166% since 4/02 (from 30 to 80 cars a month, representing an additional \$2,000,000 a month in Internet driven sales).

PROJECT

ENHANCE USE OF THE INTERNET AS A SALES TOOL – Analyze a half-dozen competitors each month to determine strengths and weaknesses related to their prices and product offerings affecting our market.

ACTIONS ———

Highlighted Motorwerks exceptional service offering (i.e., pickup/delivery, free loaner cars), and increased our speed of delivering pricing information and customized contact via email.

RESULTS

My recommendations, implemented by management, better captured client interest, won dealer visits, and improved market share/sales performance especially targeting internet shoppers, young buyers and value conscious consumers.

My Impact Enhancements to Motorwerk’s internet selling strategy, in combination with the in-house sales force, now captures \$2,000,000 in additional revenues each month.

11/02- 2/03

Overview

Temporary Assignments

MACK & ASSOCIATES

In the span of 3 months, I was assigned to 7 corporations and assisted top management of Chicago-area companies and non-profit associations by preparing project documentation and customer correspondence.

Smr. ‘02

Overview

Community Service Coordinator

OMNI SUMMER CAMP

Piloted a teen-initiative that issued press releases for local and regional newspapers to expound upon the activities achieved by camp participants. Coordinated community service schedules, weekly trips and nightly activities.

1997-2000

Overview

Team Lead & Customer Service Agent

LOOMIS FARGO & COMPANY

Lead CSR for a team of 6 representatives. Supported Fortune 500 companies in the financial services market sector. Handled mission critical recovery operations and repairs. All trouble issues were escalated to my desk.

TECHNICAL

MS Work, Excel, Access, PowerPoint, Illustrator and Photoshop

EDUCATION

5/02

B.S., Business Administration Miami of Ohio University
Concentration: Marketing Specialization: Data Management

Internship

Sp. 02

Laws, Hall & Associates

Marketing/PR/graphic design team creating a campaign to promote Miami of Ohio University. Actions: market analysis, campaign strategy, budget projections and media plans.

Internship

Smr. ‘01

Arnold Communications “No Lies” Anti-Smoking Campaign.

Actions: Conducted focus groups, researched tobacco industry trends to decrease teen tobacco uses.

School Job

‘99-’00

Miami University Alumni Relations

Helped plan, budget and raise funds for Alumni programs and events (raised over \$5,000).