

John Smith

FINANCE MANAGER

Sales | Marketing | Customer Service

Sherwood Park, AB ■ 555.555.5555 ■ johnsmith@email.com

SECURING BOTTOM LINE WINS THROUGH TARGETED SALES & MARKETING INITIATIVES

PROFILE

Offer 20+ years of expertise in sales and marketing, driving brands to success. Leverage experience in automotive and banking product sales, marketing and multi-faceted business leadership. Savvy strategist and relationship builder who combines market research and analysis with a consultative sales approach to generate prospects and influence customer purchases. Excel at enabling, encouraging and monitoring client-focused team success.

Leadership | New Business Development | Strategic Planning | Market Analysis & Trends | Budgeting
Finance Products & Risk Management | Networking | Relationship Building | Customer Satisfaction
Administrative Functions | Microsoft Word, Excel, Outlook & PowerPoint | Adobe

PROFESSIONAL EXPERTISE

Automotive Sales Consultant

2021 – 2022

Buick GMC, Sherwood Park, AB

Developed business and consulted with customers to identify their vehicle needs and determined and presented appropriate vehicles, ensuring an exemplary dealership experience for every customer. Explained vehicle features and options and demonstrated operation of vehicles in the showroom and on the road. Assisted customers with pricing and loan terms. Completed paperwork associated with vehicle transactions. Addressed customer feedback and concerns.

- Delivered consistent, positive customer service results.

Real Estate Sales Agent/ Independent REALTOR®

2009 – 2021

Coast Realty, Nanaimo, BC / Nanaimo Realty Royal LePage, Nanaimo, BC / Maxwell South Star Realty, Calgary, AB

Researched markets and trends and utilized leading-edge marketing strategies to generate real estate transactions. Forged buyer and seller relationships, negotiated sales agreements and terms and concluded contracts to meet sales goals, while providing superior client service.

- Recognized for most productivity in a time frame.
- Ranked among top ten in sales department at Nanaimo Realty Royal LePage.

Owner/ Operator

2003 – 2021

Schroeder Enterprises Incorporated, Edmonton, AB

Managed business administration and supervised construction site team. Handled business planning, marketing, contract documentation, budgeting, accounts payable and receivable and payroll. Built and managed client relationships and service.

- Launched and operated a successful and profitable business for 18 years, attracting guests from around the world.
- Learned and applied strategies for the new trend of Internet marketing.

Customer Service Representative

2000 – 2009

Royal Bank of Canada, St. Albert, AB

Conducted banking transactions for commercial and individual customers, promoting a suite of banking products and services.

- Rewarded with a Certificate for Customer Service Excellence.

PROFESSIONAL DEVELOPMENT

Workplace Hazardous Materials Information System (WHMIS), 2011

Sales Training, Craig Proctor Marketing, ON, 2006

Real Estate Courses, University of British Columbia/ Alberta Council, 2007-2010, 2001 and 1999

Business Administration Coursework, Northern Alberta Institute of Technology (NAIT), Edmonton, AB, 1990

Member, Toastmasters International