

ROBERT SMITH

Marketing/Operations Manager

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SUMMARY

Operations Manager with experience of 14+ years, successfully coordinating the activities of various departments concerned with the production, pricing, sales, and distribution of products & services. Comfortable working with people of all levels and having an excellent commercial approach to solving problems and developing business processes.

SKILLS

Proven Ability To Lead, Motivate and Build Successful Teams, Understand All Legal, Regulatory, Information Security and Compliance Requirements.

WORK EXPERIENCE

Marketing/Operations Manager

ABC Corporation - February 2009 – Present

- Managing a team of approximately 21 employees in a busy work environment.
- Establishing and implementing departmental policies, goals, objectives, and procedures.
- Maintaining a good relationship with clients to ensure continuous business growth.
- Developing sales strategies to achieve short and long term sales revenue objectives.
- Communicating regularly with customers and management to discuss advertising project progress, status and issues if any.
- Planning the advertising account activities such as identifying customers, managing resources, and setting deadlines.
- Determining the sales forecast and present the figures to the management and customers.

Sales Associate

ABC Corporation - August 2005 – January 2009

- Interacted with hundreds of customers to help guide them in their vehicle purchase.
- This was done through an Internet-lead, a phone call or a customer who walks into the store.
- The goal was always to create an exceptional buying experience to build customer loyalty to AutoNation.
- Applied sales forecasting techniques and strategic planning to verify the sales and profitability of products, lines, and services.
- Responded to telephone inquiries by providing quality service to customers and associates.
- Strived for quick complaint resolution; commended by the supervisor for the ability to resolve problems on the first call and avoid escalation of issues.
- Pioneered new accounts and maintained a strong, growing customer base.