

# 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.