

# John Smith

## FINANCE MANAGER

Sales | Marketing | Customer Service

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### 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**