



# ASHLEY FORD

BANK MANAGER • HARTFORD, CT 06101 • 203-459-2190

## ◦ DETAILS ◦

879 Andover Street  
Hartford, CT 06101  
203-459-2190  
[ford\\_ashl67x@gmail.com](mailto:ford_ashl67x@gmail.com)

## ◦ SKILLS ◦

Leadership  
Multitasking  
Customer Service  
Knowledge of Banking Software  
Marketing and Sales  
Budgeting and Finance

## ◦ LANGUAGES ◦

English  
German



## PROFILE

Experienced and highly skilled Bank Manager adept in overseeing all aspects of branch performance, attaining sales goals, developing customer service strategies, and creating operational functionality. Self-motivated and committed to achieving goals by effectively strategizing and following through with appropriate plans of action.



## EMPLOYMENT HISTORY

### Bank Manager at Hartford Savings Bank, Hartford

August 2016 — Present

- Manage and direct the overall branch activities to reach established revenue goals for growth and profitability.
- Support the expansion of existing business and development of new business across all bank product lines.
- Develop relationships with top customers and maintain knowledge of the customer's banking needs and their service expectations.
- Promote community relations for the branch through representation in community organizations.
- Maintain an up-to-date knowledge of the bank's product offerings.
- Handle all staffing arrangements and ensure that employees are adequately trained and coached on product knowledge and selling techniques.

### Product Manager at Emeritus National Bank, Hartford

March 2013 — June 2016

- Supported product initiatives and customer experience from conception to roll out.
- Worked closely with staff to lead branch team members to support a strong sales culture.
- Maintained an awareness of competition in the local marketplace to drive sales and customer retention rates.
- Developed an in-depth understanding of the bank's consumer and business products and services.
- Maintained an expert knowledge of the bank's policies and procedures.



## EDUCATION

### High School Diploma, Wallingford High School, Wallingford

September 2008 — May 2012



## COURSES

### Economics of Money and Banking, Columbia University

June 2012 — March 2013