



**MURRAY
LAFORD**

6921 Coral Rock dr, Las Vegas,
Nevada 89108
3108745150,
Murray71tele@Gmail.com

PROFESSIONAL SUMMARY

Customer-focused sales professional with skills in merchandising products and handling payments. Delivers consistent and highly responsive support for all customer needs. Successful at promoting products through displays and direct selling.

SKILLS

- Client relations
- Service marketing
- Policy sales
- Order processing

EXPERIENCE

Insurance Agent

May 2015 - Current

Answer Financial Insurance | Encino, California

- Maximized share of [Type] market with competitive marketing approaches.
- Maintained robust client numbers through effective retention and acquisition strategies.
- Increased revenue by seeking out and capitalizing on new sales opportunities.
- Set up clients with new policies, including calculating premiums and establishing payment methods.

Insurance Agent

April 2012 - March 2015

Red Card Insurance | Redondo Beach, California

- Promoted insurance policy sales with persuasive explanations of plan features and advantages against competitor options.
- Maintained robust client numbers through effective retention and acquisition strategies.
- Maximized share of [Type] market with competitive marketing approaches.

Waiter/Server

August 2010 - November 2019

Dominique's Kitchen | Redondo Beach, California

- Educated guests about menus and daily specials, skillfully driving sales of target items.
- Memorized menu additions, changes, and limited offerings and answered questions regarding dietary restrictions and nutrition information.
- Processed orders and payments using POS system terminals and registers.
- Supported bussers with table-cleaning during high-volume shifts and checked on assigned tables to verify seating availability.

Server/Bartender

May 2008 - August 2010

Mama Teranos | Rolling Hills, Ca

- Memorized menu additions, changes, and limited offerings and answered questions regarding dietary restrictions and nutrition information.

- Educated guests about menus and daily specials, skillfully driving sales of target items.
- Supported bussers with table-cleaning during high-volume shifts and checked on assigned tables to verify seating availability.

EDUCATION

DiplomaJune 1989

Mahar Regional High School, Orange, MA

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None

Greenfield Community College, Greenfield, MA

Was enrolled in the music program.. Completed one year.