

ALEXANDER KOSHELL

SALES MANAGEMENT PROFESSIONAL & CORPORATE REPUTATION EXECUTIVE

PROFILE

DYNAMIC AND MOTIVATED PROFESSIONAL WITH A PROVEN RECORD OF GENERATING AND BUILDING RELATIONSHIPS, MANAGING PROJECTS FROM CONCEPT TO COMPLETION, DESIGNING EDUCATIONAL STRATEGIES, AND COACHING INDIVIDUALS TO SUCCESS. SKILLED IN BUILDING CROSS- FUNCTIONAL TEAMS, DEMONSTRATING EXCEPTIONAL COMMUNICATION SKILLS, AND MAKING CRITICAL DECISIONS DURING CHALLENGES. ADAPTABLE AND TRANSFORMATIONAL LEADER WITH AN ABILITY TO WORK INDEPENDENTLY, CREATING EFFECTIVE PRESENTATIONS, AND DEVELOPING OPPORTUNITIES THAT FURTHER ESTABLISH ORGANIZATIONAL GOALS. SKILLED BUSINESS MANAGER WITH 11+ YEARS OF PROFESSIONAL EXPERIENCE. SEEKS TO EMPLOY TOP-CLASS MANAGERIAL AND ANALYTICAL SKILLS IN MY POSITION. IN PREVIOUS ROLES, GREW PROFITABILITY BY 30% FOR A FORTUNE 500 RETAIL COMPANY. ALSO, CONDUCTED IN-DEPTH BUSINESS PROCESS ANALYSES THAT INCREASED REVENUE BY 23%. METICULOUS AND EFFICIENT HR MANAGER WITH 7+ YEARS OF EXPERIENCE. EAGER TO BOOST EMPLOYEE RETENTION FOR NEW ROLE. IN PREVIOUS POSITIONS, INCREASED EMPLOYEE RETENTION BY 20% YOY. CUT RECRUITMENT LEAD TIME BY 30%. ALSO, IMPROVED EMPLOYEE EFFECTIVENESS BY UP TO 20% AND BOOSTED PARTICIPATION IN TRAINING BY 15%.

EDUCATION

MASTER'S IN BUSINESS - MBA

NORTHEASTERN UNIVERSITY

SPHR

HUMAN RESOURCES INSTITUTE

BACHELOR'S IN INTERNATIONAL BUSINESS

DEVRY UNIVERSITY

ASSOCIATE IN PUBLIC RELATIONS & COMMUNICATIONS

AMERICAN RIVER COLLEGE

SKILLS

SEO and Google Analytics

Social Media Strategy

Human Resources Management

Web Development

Digital Marketing

Graphic Design

CONTACT

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EXPERIENCE

2020

SALES MANAGER

Jeep Only | Jan 2020 - Present

- Hired and trained all sales staff for new dealership location.
- Created and directed sales team training and development programs.
- Shared vehicle knowledge with customers while making personal recommendations.
- Trained new staff in negotiations and time management techniques.

2018

SENIOR TERRITORY MANAGER/CORPORATE REPUTATION MANAGER

Cricket Wireless | Feb 2018 - Jan 2020

- Developed sales focus, targeting relationship building within compressed sales cycle improving customer retention by 15%.
- Improved Google review rating nationwide, Google Ad Words Manager, Social Media Reputation management for all 400 locations.
- Increased average sales volume by 200% within one year by revamping retail and sales strategies.

2016

SALES MANAGER

INFINITI Motor Company | Jan 2016 - Feb 2018

- Hired to lead department and develop business plan that led to an increase of 45.5% in finance income within first year.
- Directed the execution of the business development strategies including marketing plans, marketing pieces, events, and follow up procedures which led to 4 new strategic accounts to expand our market share.
- Developed policies and procedures for the sales team and implemented weekly sales training to increase KPI performance by 10%. Improved relationships with partnering financial institutions which resulted in an increase of 19.68% in Vehicle Service Contract income.
- Trained and developed Finance Managers to improve After Market Product income by 23.2%.
- Directed group wide effort to partner with largest business accounts on their philanthropic focus which resulted in winning the Founding Values Award.
- Achieved 110% of quota within the first year as Sales Manager.

2014

SALES DIRECTOR

Verizon Wireless | Jan 2014 - Jan 2016

- Oversaw, led and managed the daily operations of 70+ retail storefronts, ensuring a consistently high level of customer experience and successfully achieving organizational goals.

2011

SALES MANAGER/INTERNET DIRECTOR

Subaru | Jan 2014 - Jan 2016

- Launched Route 1 & Dealer Track systems that minimized (CIT) and improved cash flow.
- Implemented "Menu Selling" concept and led training on new F&I manager and sales staff.
- Led the rollout of 2017-2018 vehicles that has generated monthly revenues of \$40,000+.
- Launched & led eLeads trainings.

2008

SENIOR PROPERTY MANAGER

Premier Property Services | Sept 2008 - Jan 2011

- Spearheaded development and roll-out of innovative marketing campaign that maximized portfolio asset performance.
- Successfully coordinated execution of multiple high-value property build-outs and upgrades to enhance marketability.
- Earned recognition for maintaining properties at high capacity with low turnover through on-target advertising, & excellent tenant relations.