**Christopher Donato**

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**SUMMARY OF SKILLS**

* 12 years of Customer Service, Sales and Call Center experience
* 10 years of management experience including, supervising, hiring, coaching, training, motivating and team-building experience
* 10 years of establishing and administrating Customer Service, Sales and Call Center policies and procedures
* Salesforce (CRM)
* Goldmine (CRM)
* MS Dynamics (CRM)
* PrairieFyre (Reporting)
* Bold Chat
* Vertical Response (Email Marketing)
* InContact ACD (Phone System)
* 3C Logic ACD (Phone System)
* TSR (Telephone Sales Rules)
* MS Office
* HIPPA
* RCW and FDCPA

**WORK HISTORY**

2017 to 2020

* I needed to help my Mom with several things. I needed to move her in with us, unwind her home and get her health in order. All of that has been accomplished and I'm looking to get back to full-time work. During this time I did some work in Sales, Marketing and Customer Service to keep my skills sharp.

**Business Development of National Accounts**

DataQuest 2016 to 2017

* Built and launched an inside sales campaign to sell Dataquest service by phone, email and in-person
* Set-up, attended and met with 50-70 potential customers at each trade show
* Signed up several new companies which increased revenue tremendously

**Telephone Sales Manager**

Merchant Partners 2014 to 2015

* Managed a team of 5 Inside Sales Representatives to increase productivity, sales and drive team focus
* The mission was to work with customers or leads by phone and email attempting to upsell current customers or bring on new ones
* Directed, coached and reported on the performance of the team. Making sure leads were worked in a timely manner, that performance metrics were met and the data/information needed to overcome sales objections was available and understood
* Assisted with the launch of a new e-mail marketing program to drive incoming leads into the Call Center
* Managed the Sales CRM conversion and build-out from Sugar CRM to MS Dynamics CRM
* Managed the Sales ACD conversion and build-out from InContact ACD to 3C Logic ACD

**Lead Generation Manager**

Hipcricket2012 to 2012

* Built the Out Bound B2B Lead Generation team and processes from an idea into a successful department and launched in under 2 months. I established the calling and emailing campaigns, scripts, reporting, training materials, bonus, policies, and procedures. I also recruited, hired, trained and coached the team
* Managed a group of up to 7 members, including 1-floor Supervisor. Our primary function was making outbound calls and sending emails to businesses across the US to set-up appointments for the Outside Sales Teams
* Ran daily contests based on Call Center KPI’s that created excitement and drove performance to guarantee success. The team was making 110+ OB attempts per FTE per day. Scheduling 3+ appointments per FTE per day. With a 50%+ kept rate on 1st-time appointments set

**Call Center Manager**

SonoBello2009-2011

* Built the Contact Center from an empty room and launched on time and under budget within 3 months. Staffed the center, wrote the policies and procedures, script, Quality Control Scorecards and set-up all the systems used within that 3 month period.
* Increased conversions from lead too client by 30%, compared to the outsourced Call Center previously used
* Successfully managed a team of 14-18 staff, including 5-floor Supervisors. The Contact Center operated from 6:00 am to Midnight seven days a week.
* Was responsible for the H/R functions and operations within the center. Including interviewing, preparing offer letters, hiring, completing all new hire paperwork, 90-day performance reviews, pay increases, performance improvement plans and terminations
* Directed the building and launching of a Wiki site for SonoBello employees. The site contained all the information needed for the team to perform their job successfully in one location
* Directed the building of a Website driven application for sending Appointment Confirmations
* We scheduled all the consultations for SonoBello patients via Inbound and Outbound phone calls, website driven leads (email) and interactive live chat. SonoBello had 9 Centers across the USA
* We ran VOIP, with ACD and PrairieFyre software for reporting

**Call Center Manager**

Bel-Red Heating and Air Conditioning2006-2007

* Built the Call Center from the ground up including all policies, procedures, training materials and training program. Started in an empty room with a business plan and budget. Procured all the workstations and furniture, phones, headsets, computers under budget and on time, for 10 hourly staff and 1 salary assistant manager. We handled the first calls in early September 2006
* Generated daily/weekly/monthly reports (booked appointments, number of calls, QA/QC)
* 1 on 1 training and coaching call center representatives
* Performed the Call Center H/R function recruiting, interviewing, prepare offer letters, hired, completed all new hire paperwork, 90-day performance reviews, pay increases, performance improvement plans and terminations
* Managed the daily operations of the Call Center and staff. Each staff member handled between 100+ calls per day, booking between 10-20 appointments each per week depending on their assigned duties. Staying in full compliance with the FTC T.S.R rules. Greatly increasing customer satisfaction and decreasing the length of time customers were on hold
* Procured new monthly customer call list and facilitated the current customer call list D.N.C scrub. Performed GoldMine database management and monthly workload assignment for each staff member to ensure outstanding customer service and excellent team performance