

# Robert Smith

## Lead Franchise Owner

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## SUMMARY

Seeking a challenging and rewarding position as a technical writer specializing in proposal writing for an exciting, growing company providing high quality solutions to civilian and military government organizations.

## SKILLS

Past Certified Instructor for Situational Leadership.

## WORK EXPERIENCE

### Lead Franchise Owner

ABC Corporation - January 2004 – January 2008

- Hired, trained and evaluated personnel in sales and marketing.
- Planned budgets and authorized payments and merchandise returns.
- Increased profits through effective sales training and troubleshooting profit loss areas.
- Trained and developed new associates on POS system and key sales tactics.
- Increased sales volume by 35% in less than 2 years.
- Generated repeat business through exceptional customer service.
- Organized private mailbox system using mailbox manager software.

### Franchise Owner

ABC Corporation - 2003 – 2004

- Owned and operated a network marketing company in the Health and Wellness Industry.
- Organized marketing campaign involving Warm market prospecting.
- Telemarketing.
- Outside cold calling.
- Corresponding with auto responders by email.
- Recruited distributors and retail customers.
- Achievements Received promotion to director within the first forty five days..

## EDUCATION

Bachelor of Arts in Advertising, Logistics - (Michigan State University - East Lansing, MI)