

## Objective

Experienced automotive sales and marketing management professional, with additional background in F&I, who consistently delivers high-quality and focused results. In-depth knowledge of online and social media marketing with expertise in identifying emerging market trends. Versed in multiple CRM and DMS platforms. Proven track record as a top performer in sales and ROI. Extensive history of success in recruiting, training and building exceptional marketing and sales teams.

## Skills

Sales Management, Internet Sales, Automotive Sales Manager, Automotive Finance Manager, F&I, Business Development, Marketing, Social Media Marketing.

## Work Experience

### Jr. Business Development Director

**ABC Corporation** - February 2012 – May 2013

- Launched new marketing, BDC and sales training programs to drive continuous profitability improvements in a multi-store dealer group.
- Recruited, interviewed and hired sales, BDC and marketing staff, as well as training new and existing employees in multiple stores.
- Implemented new CRM (Car-Researchs XRM platform) and created fully automated customer follow-up systems and email templates, text templates and phone scripts, resulting in increased customer contacts for set appointments.
- Ensured consistent quality in all online marketing aspects including vehicle pictures, pricing, and comments.
- Evaluated sales results and market trends and sales performance to recommend marketing budget allocations to Dealer Principal.
- Maximized overall revenues by the implementation of creative and cutting edge marketing strategies, BDC and sales processes and sales training techniques.
- Submitted customer applications and pulled customer Credit Bureaus via DealerTrack for F&I Department.

### BUSINESS DEVELOPMENT DIRECTOR

**ABC Corporation** - March 2011 – February 2012

- Created and maintained Business Development Center as well as all internet marketing strategies, processes and campaigns.
- Oversaw BDC department and staff and worked with sales team to improve internet sales process.
- The newly created BDC increased set/shown appointments resulting in increased sales month over month.
- Held weekly training for all sales and BDC staff.
- Evaluated and utilized Cars.com, Autotrader, Craigs List, TrueCar and other sources effectively to increase internet lead results.
- Created all internet leads, sales and service follow-up in CRM as well as automated follow-up, email templates and call scripts.

- Increased exceptional ratings and reviews from clients on Google Reviews and other review sites.

## Education

Automotive Finance and Management - (Automotive Dealership Institute - Scottsdale, AZ)