

## MICHELE TORNETTA

Lebanon, PA 17042 | 717-708-0618 | mlt@pwahsolutions.com

Leadership | Sales - Customer Service | Marketing | Research | Administrative

***Passion for business growth and customer satisfaction.***

*OUTSTANDING progress, Michele. Your hard work and focus are starting to reap dividends.*

*Kudos for the extra effort, time commitment and sweat equity! ~MS*

### Leadership

Sales/CS Supervisor & Marketing Director

Increase Work Flow Efficiencies

Recruitment | Training | Mentoring

Develop SOPs | Strategic Planning

### Sales - Customer Service

Call Center (Inbound/Outbound)

Telemarketing | Door to Door | B2C | B2B

Online - Email | Chat

Product & Service Based

Product Assistance | Problem Solving

Database Management | Tech Support

### Marketing

Digital - Email | Social Media

Database Segmentation

Graphic Design - Banners | Posters

Copywriting | Research | Surveys

Website | SEO | Basic HTML

Promotion Development/Implementation

### Research - Investigation

Interviews | Recorded Statements

ISO Searches | Court Record Searches

Scene & Picture/Video Evidence Review

Review Police Reports

### Administrative

Human Resources

AP/AR - Payroll | Budgeting | Petty Cash

Schedule Calendar | Event Planning

Typing - Letter/Report Creation

### Professional Experience

#### Progressive Casualty Insurance

2017-Present

#### Independent Vehicle Damage Appraiser

Sep 2021-Present

*Work with claimants and body shops to ensure vehicle is repaired as quickly as possible to pre-accident condition or compensate them for the value of their vehicle if it's not repairable. This starts with writing an estimate, monitoring the repair and updating the claimant on the progress until delivery is made.*

#### Claims Generalist - Adjuster

Apr 2019-Sep 2021

*Determine liability, investigate misrepresentation, work with police, attorney's, interview customers, claimants and witnesses, partner with estimators to manage vehicle repairs and negotiate with tow yards and other insurance carriers. Run team meetings to maintain high moral and mentor new Claims Generals in best practices and how to be successful in the role.*

#### Agency Service Consultant

Nov 2018-Apr 2019

*Inbound Call Center - Provide service to Agents and Customers. Lead team meetings, and other team building activities.*

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**Service Consultant** (exceeded Home Insurance Sale benchmark of 6.5% transfers to 10-19% transfer rate)

Jun 2017-Nov 2018

*Inbound Call Center - Provide service to Customers. Assist supervisor in coaching staff to improve Home Insurance Sale transfer offer skills, and organize/ run team motivational/teaching contests and meetings.*

### DonorLogix Call Center - TX

2010-2017

**Director of Marketing:** Mass marketing/segmentation, promotion development and implementation, graphics, copywriting, budgeting, etc. (increased online revenue from \$15,500/year to \$156,000/year)

2012-2017

**Email Marketing Manager/HR:** Individual customer responses. (develop an online marketing platform )

2011-2012

**Recruiter Team Leader/Customer Service: Outbound Call Center -** (coaching new recruiters to develop their phone recruitment, upselling skills and database management skills )

2011

**Recruiter/Customer Service: Outbound Call Center -** (exceeded company standards of 50% conversation rate, averaging between 70% to 80% conversation rate)

2010-2011

### IceWraps - MI

2008-2010

**Sales & Customer Service Manager** (Average increase in revenue over \$20,000/month and the number of individual orders increased by 25%. EBay feedback at 99.8%, and Amazon ranking at 4.75 out of 5 )

2008-2010

*Manage inbound and outbound customer and vendor calls, process orders, provide customer assistance, track shipments and returns, online marketing, data entry, clerical/administrative, develop efficient workflow procedures, develop SOPs, as well as strategic planning. Work with all B2B clients, as well as distributors, cost/profit analysis. Employee development and training.*

### Education

University of Pennsylvania - Philadelphia, PA

Website Development - 99.97%

Harrisburg Area Community College, Lebanon, PA

Social Science - GPA 3.5

The Craft Institute, Philadelphia, PA

Medical Assistance Degree - GPA 3.97

### Technology Skills

<https://github.com/MicheleTornetta>

HTML, CSS, JavaScript, Virtual Studio, Node.js, GitHub, API, MySQL, React, Microsoft Office, CRM Software, Adobe Suite, Googledocs, Dropbox, Email Marketing Platforms and more.