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| #19 Kelly Gardens kELLY Village Caroni |
| Phone 313-1000 • mobile 715-8234 • E-mail latoyadanclar@gmail.com |

LA TOYA DANCLAR

July 31, 2014

Dear Sir or Madam,

In the view of the growing need for skilled, energetic, and motivated personnel within an expanding environment, I do believe that I would be an ideal addition to your organisation. I would therefore like to take this opportunity to submit my application for the position of Store Administrator –Trainee (East West Corridor) within your organisation.

I would appreciate the opportunity to meet with you to answer any questions you may have regarding my professional and personal attributes.

Enclosed is my resume for your perusal.

Sincerely,

La Toya Danclar

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| #19 Kelly Garderns Kelly Village Caroni |
| Phone 313-1000 • mobile 715-8234 • E-mail latoyadanclar@gmail.com |

LA TOYA DANCLAR

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| Objective | |
|  | To obtain knowledge and skills on which to continue building a sound marketing career. |
| Education | |
|  | **2013 Institute of Training & Development**  ***Training In***  Diploma in Industrial Management   * Principles & Practices of Management * Business & Industrial Management * Selling & Sales Management   **2010 International Training Business Association**  ***Certificate In***  Certified Business Executive  -Leadership  -Customer Service  -Sales  -Business Etiquette & Professionalism  -Business Communication  **2009 International Training Business Association**  ***Certificate In***   1. Certified Business Professional – Leadership   **2008 BorderCom International**  ***Certificate In***   1. Certified Business Professional – Project Management   **2008 London Chamber of Commerce & Industry**  Diploma in Marketing   1. Marketing Pass with Credit 2. Public Relations Pass 3. Advertising Pass   **2007 School Of Business & Computer Science Ltd**  **Certificate In**   1. Business Communication 2. Writing & Speaking   **2001-2005 St. Augustine Senior Comprehensive**  **Caribbean Examination Council Certificate**   1. English Language (2) 2. Social Studies (2) 3. Office Procedures (3) 4. Principles of Business (3) 5. Integrated Science (3) 6. Mathematics (4) |
| Computer Skills | |
|  | MS Windows 2000/XP, The Internet, Access, Excel, Word, Power Point (2003)   1. Microsoft Certified Application Specialist. 2. Microsoft Office Specialist 2010 |
| Professional experience | |
|  | **Jan 2011 – Present BorderCom International Macoya**  **Marketing Coordinator**   * Encourage and motivate Sales Team to achieve targets that are set for each department. * Maintenance of Monthly Sales Reports for the Retail Division. * Monitor the Sales efforts of all Marketing Representatives, (including Corporate and Overseas Reps) within the four branches of BorderCom: daily telephone calls, number of Leads received from Advertising and Promotions on a daily basis and the number of students registered for each program. * Co-ordinate Marketing Campaign on a monthly basis: Branch Seminars, Public Seminars, Trade Shows and Career Fairs. * Create monthly promotional campaigns to highlight the company’s offerings. * Conduct Customer Service and Sales Training Workshops for New Hires and refresher training for existing staff members. * Conduct Market and Competitor analysis of the Training Industry. * Monitor industry pricing trends and adjust pricing if necessary. * Offer guidance on pricing and discounts to Marketing Representatives. * Research and Implement new courses of study and certifications. * Establish Strategic Partnerships with vendors and other industry players. * Explore New Markets in Latin America and the Caribbean.   **Jan 2010 – Dec2010 BorderCom International St. Augustine**  **Branch Manager**   * Provide leadership to plan, organize and direct activities and strategies for branch for achieving branch quotas. * Assure that operational and financial performance is maintained through staff recruitment and training, directing sales activities, controlling expenses and managing accounts receivables * Marketing the courses offered by the company and achieving at least 95% saturation on the commencement of each new course. * Manage and provide direction to branch staff on how to effectively meet or exceed branch quotas through controlling expenses and increasing branch sales. * Supervising, coaching, counselling, disciplining, reviewing, training, developing and evaluating of Marketing Executives assigned to branch on an individual basis and their effectiveness when presenting accurate information to clients. * Ability to motivate the Marketing Team to achieve the objectives undertaken by the company or implement recommendations presented. * Manage customer care on an ongoing basis addressing any concerns in a timely and professional manner with respect to physical environment and services provided. * Update requisite department including the Managing Director of any concerns/recommendations for improving on quality of service provided. * Managing of the Organization’s ACT database to ensure it is being properly utilized by sales team and to ensure that the back-up procedures are being maintained. *  -ordintor resentrometric ExamsOrientation of new classes outlining branch layout, access and restricted areas, fire exits, etc. * Ensure that student evaluations are completed and collected on the last day of each class and submitted within two business days of receipt to Training & Support Officer. * Ensure reports are completed, produced and submitted within required timeframes to relevant parties with no more than 2 complaints per annum of late receipt. * Communicate with students attending class to uncover new opportunities within their network which will assist in account penetration of a new market. * Evaluate all members of the sales team through quarterly assessments (call counts, success in filling assigned classes, success in achieving commission, strengths & weaknesses). * Strict adherence to security precautions ensuring confidentiality at all times. * Manage all subordinate staff such as Security Officers and Housekeeping Attendants attached to a location including their punctuality, attendance and completion of duties.   **June2007- 2009 BorderCom International St. Augustine**  **Marketing Representative/ Team Lead**   * Develop and maintain partnerships with new and existing customers * Pro-actively prospect for new/potential customers through cold calling, self-generated leads and targeting leads in the database not actively being utilized. * Build relationships with customers through direct or personal contact by performing sales calls and customer service calls. * Managing the company’s database. * Assist students with registering for Prometric Exams. * Registering new students. * Overseeing Building Maintenance. * Host weekly department meetings.   **Oct 2006 – May2007 Automotive Art El Socorro**  *Cashier*   * Accountable for funds received during the day in excess of $8000.00. * Completion of shift reports. * Preparations of bank deposits * Greeted customers and assisted them with products. * Received and made telephone calls to customers. * Order goods for company stores. * Stock taking monthly. * Solicit additional sales by “suggestive”, “related item”, “substitute” or “up-selling” techniques as appropriate.   **April2006-Sept2006 Let’s Talk Phones Digicel Port of Spain**  *Customer Service Representative*   * Dealing with customer queries on the sales floor and advising them on cellular phones and usage. * Conducting cash transactions for customer * Liaising with the head office and other branches on stock availability * Liaising with the Digicel Customer Service   **Part time Pier 1 Chaguaramas**  Bartender/Waitress / Functions Assistant   * Setting up for functions. * Ensuring clients are comfortable. * Serving drinks, clearing of tables etc |
| Interests and activities | |
|  | Avid reader, loves swimming and meeting new people |
| References | |
|  | Available upon Request |