

MiCHAEL cARTER

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SUMMARY OF SKILLS

- Demonstrated achiever with exceptional knowledge of marketing, business to business relations, product sales, and employee development.
- Skilled at learning new concepts quickly, adapting to changing work environments and communicating ideas clearly and effectively.

MILITARY EXPERIENCE

1998 – 2002

E4 / SPECIALIST, US ARMY

EDUCATION

BACHELOR OF SCIENCE IN BUSINESS MARKETING, UNIVERSITY OF PHOENIX

FULL STACK WEB DEVELOPER, UNIVERSITY OF CENTRAL FLORIDA

EXPERIENCE

2019 – 2020

MANUFACTURING SUPERVISOR (LEVEL III), LOCKHEED MARTIN

- Full Spectrum leader responsible for production cost, schedule, performance, and delivery.
- Managed union employee work assignments in support of customer schedule needs
- Implemented process improvements through use of lean manufacturing.
- Monitored and maintained employee skill certification and required training for compliance.
- Managed employee performance, attendance, recognition, and disciplinary action.
- Maintain current knowledge of available inventory, accessories, financing options, and promotions.

2016 – 2019

CAR SALES EXECUTIVE (LEVEL II), ENTERPRISE HOLDINGS

- Conduct sales meetings with visiting customers to determine budget and vehicle to purchase.
- Follow up with new buyers to confirm complete satisfaction with service or conflict resolution.
- Visit rental branches monthly to provide new marketing material and updates on submitted leads
- Generate new customers by implementing a combination of digital and traditional marketing strategies such as email campaigns for existing clientele.
- Develop / maintain relationship with local credit unions and corporate clients
- Mentor new executives through the onboarding process.
- Assists colleagues with smart goals, marketing, and development
- Maintain current knowledge of available inventory, accessories, financing options, and promotions.

2015 – 2016

ASSISTANT MANAGER (LEVEL II), ENTERPRISE HOLDINGS

- Maintained a fleet of 300 vehicles to include current location in fleet, length of current lease, maintenance status, days earned revenue, and store profit.
- Coordinate with Insurance providers to assist displaced customers with temporary transportation.
- Help trainee's with successful integration of Enterprise core values and best practices
- Maintain, developed, and grew new and existing accounts through office visits to neighboring businesses.
- Collected commercial account receivables and filed claims on damaged vehicles.
- Created a schedule for staff based on office needs or coordinated with the Area manager to provide available staff.
- Communicate business goals to trainee's and track progress and provide results to the Branch manager.

2015

MANAGEMENT TRAINEE, ENTERPRISE HOLDINGS

- Transport customers to the office to rent the desired vehicle.
- Sale protections, accessories, and upgrades to customers during the vehicle rental process.
- Collect receivables and provide conflict resolution on personal rentals
- Learn basics operations of branch management, territory, and existing business accounts.
- Managed Alamo staff during airport return process and provided conflict resolution to ensure satisfied experience.
- Work offsite at local repair shops and dealerships with insurance adjusters to provide rentals for displaced customers.

2007 – 2013

DAYLINE SALES REPRESENTATIVE, WESTGATE RESORTS

- Tour visiting guest around property to persuade to purchase
- Pitch and sell Westgate Resorts to prospective buyers.
- Provide customer service for all resort guests.
- **Complete deeding paperwork needed for all sales transactions.**

2004 – 2007

MILITARY ADMISSIONS ADVISOR, UNIVERSITY OF PHOENIX

- Responsible for advising active duty and veteran prospects on graduate and undergraduate admissions requirements.
- Attracted, engaged, and vetted prospective students by reviewing inquiries/leads, maintaining an active pipeline of candidates via email/inbound and outbound calls
- Required to meet weekly/monthly budgeted threshold goals by acquiring and enrolling qualified candidates for application to the university campus and online campuses