

DeAnna Boiani

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EDUCATION

Bachelor of Science

May 2016

The College at Brockport, State University of New York, Brockport, NY

B.S. Business Administration: Concentration in Management

Highlights of Qualifications

- *Contract Negotiation and Outside Sales:* Effectively communicate reasoning behind contracts that I have developed to grow the company's income and increase the income of small business owners. I also have a strong knowledge of government contracts and have the ability to navigate them to increase cash flow.
 - *Event Planning and Organization:* Experience in organizing, developing and executing marketing strategies consisting of events, giveaways and sales to draw in traffic and increase profits.
 - *Leadership:* Take initiative to find untapped business and create a cash flow from that, as well as effectively work and collaborate with a team to find ways to
 - *Time Management:* Currently maintain a potential customer list of well over 300 public safety departments, meet deadlines, proactively prospect new clients, adapting to last minute changes or budget restrictions to ensure my customers receive the highest quality of satisfaction within their budget.
 - *Adaptable:* Strong foundation working in a number of positions in different industries adjusting to effectively work in various positions throughout. Ability to match personalities of multiple people to more effectively develop the relationship.
 - *Microsoft Office Suite:* Solid background in Word, Publisher and PowerPoint, spreadsheet development via Excel, statistical analysis and experience in creating management information systems.
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Employment Overview

Business Development Representative

November 2018-Current

Galls, LLC

- Develop and grow a list of departments in the public safety field (Police, Fire, EMS, etc.) that are spending below their potential, to gain complete control of their uniform and equipment business.
- Meet call metrics and sales metrics each month (In my first 3 months I have grown my territory in gross margin sales by 128%, 132% and 178%).
- Effectively communicate with Contract Management Specialists to bid on Government contracts to gain business.
- Team up with multiple outside reps to increase customer service and increase sales, as well as, work with reps of our vendors to create a strategy to increase sales for both companies in my territory.

Marketing Consultant

February 2017-June 2018

Manhattan Broadcasting Company

- Manage and grow a client list of over 50 businesses ranging in size and category.
- Create and prepare annual proposals tailored to clients' business needs, budget and marketing strategy.
- Research the profit center, profit margin and target demographic of each business to effectively create a marketing plan to maximize ROI.
- Create radio commercial ads and generate new giveaways or radio segments to increase profits of our broadcasting company.

Skating Carhop and Assistant Manager

June 2015 – October 2016

Sonic Drive-In

- Created daily inventory reports and daily bank deposits.
- Delivered accurate food and drink orders by roller blading to customers.
- Effectively operated expo, drink and frozen stations.
- Maintained customer satisfaction through work efficiency and sanitation of work area.

President

August 2014- May 2016

Women's Club Ice Hockey-SUNY Brockport

- Created and maintained a practice and game schedule for 15 players.
- Utilized event management skills to plan various events including hockey recruitment, fundraising, and volunteer opportunities.
- Managed team effects by preparing budget reports, hiring and compensating officials, completing paperwork before deadlines, and consistently contributing to biweekly meetings.
- Assisted in the development of a new league for Women's club hockey in Western Upstate New York.