**Kacee M. Henricks**

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### Marketing/Management/Legal Administrator

### *Management & Product Marketing*

***Goal: to aggressively prospect, maximize sales and rise above the competition to bring the company I represent success, while focusing on Team Leadership, Analysis, and providing Exemplary Customer Service*.**

* **Motivated promoter and leader;** adept in conveying the benefits of products/services and generating customer interest. Quickly learn, master and train on new products, policies, etc, while surpassing quotas.
* **Persuasive communicator;** use consultative selling skills to identify opportunities, overcome objections, build relationships and turn canvassing, cold call and event prospects into sales.
* **Conducted economic and demographic** research and analysis to produce critical monthly, quarterly and annual reports. Developed cost effective marketing strategy to maximize lead generation.
* **Assisted in preparing Marketing Budget** and in taking necessary steps to adhere to the budget created.
* **Direct Marketing Campaigns** planned and completed based on continued research analysis (ie Mail Call Mail, Canvassing Programs, and combination marketing pieces, promotions & events.
* **Management of Customer Database;** data input, creating merge letters, various tracking reports, etc
* **Customer Service** both in person and via telephone and email. Handling customers’ concerns and questions and responding quickly and efficiently while maintaining customer satisfaction and company integrity.

Management, Marketing & Sales Skills

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| * Motivating & Managing Event Promoters * Direct Marketing * Powerful Product Demonstrations | * Lead Qualification & Generation * Sales of Self Generated Leads * Call Center Management & Telemarketing |

Computer Skills

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| * Microsoft Word * Microsoft Outlook | | * Microsoft Publisher * Microsoft Excel | * Power Point * Internet Research | * ImproveIt * Lead Perfection |
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Career Progression

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| **Growing Green Co-op - Hartford, CT** | **8/2009 to 1/2010** |

***Marketing & Events for GGBA (Volunteer) \*see contact info in References***

The Growing Green Co-op, an amazing organization based out of Hartford, CT, is founded and run by John and Imani Zito. The business side of their organization is T**he Growing Green Business Association (GGBA), a network of local, green businesses that supply sustainable services and products to the community. GGBA offers support, discounted advertising and collaborative marketing.** I volunteeredmy time with Imani in exchange for networking opportunity and my daughter’s involvement in a great home school program once a week to assist in marketing and sales for GGBA. Contacting prospect green and/or sustainable businesses throughout CT, I sold memberships into the GGBA, which included membership in the BBU, Barter Business Unlimited. I also worked on event participation of GGBA members.

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| **Ideal Energy Solutions, LLC – East Hartford, CT** | **4/2009 to 7/2009** |

***Event Coordinator & Demonstrator/Promoter Manager \*see contact info in References***

As the ***Event Coordinator*** for Ideal Energy Solutions, I was responsible for contacting all of the event promotion & production companies that we participate in events with and coordinating said participation in each event. I would also seek out new contacts, event producers, and new events to participate in that were appropriate and beneficial to the company. IES offered energy efficient home improvement products. I would research each event; do a cost analysis based on the cost of the event directly, and through expenses such as set up and break down, my time and my promoters’ time working the events, and any additional expenses. I handled getting the contracts with each event, negotiating space location and specifics as well as any other issues. After each event I would enter all new Appointments and Leads into the computer database and run reports showing the results of the event. I did reports immediately following, and three months after each event to determine actual results of the event itself, as well as my results and those of each promoter. As the ***Promoter Manager*** I was responsible for hiring, training and scheduling promoters; completing their payroll bi-weekly, running reports and initiating training sessions whenever necessary, holding meetings to review results and goals, and consistently motivating them to achieve above and beyond expectation. In addition to these specific roles, I did general marketing including but not limited to radiation marketing: mailing, canvassing & calling, created & maintained demographic data & mapping, created marketing letters and marketing materials for canvassing & events including signage.

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| **Home Comfort Now, LLC – East Hartford, CT** | **9/2006 to 4/2009** |

***Demonstrator Manager & Sales \*see contact info in References***

Starting with Home Comfort Now as a part time Demonstrator, I excelled in the field and quickly moved to a full time Sales position. I did in-home sales designing and selling custom Temo Sunrooms for approximately 10 months. In that time I did over $850,000 in sales. Due to my success in sales as well as lead generation I was asked to take over the Demonstrator Manager position. I managed the entire crew of demonstrators including those we had in Sam’s Club and Home Depot stores. I was responsible for hiring, training, scheduling and payroll as well as motivating and managing a crew that ranged from 15 to 30 employees at once. We participated in 1 to 3 events per weekend, rotated between the 3 Sam’s Clubs in CT, and had demonstrators throughout 26 Home Depots. I also continued to work in the field; not only training, but setting appointments/leads and maintaining one of the highest lead generation averages. I implemented tools I learned in sales to train my employees on the psychology of the customer and how to build urgency in getting the appointment that day; also training on the importance of customer satisfaction and anticipating the customers’ questions and needs to further enhance their positive experience. I also had two Field Trainers I hired and trained to assist in training in the field as well as in office. My marketing duties also included radiation marketing research and implication, creating merge letters between database and Microsoft Excel and into Word, participating in various marketing campaigns, and more. I really love leading a team of great people towards a shared goal while motivating and encouraging them. I strive to perform above and beyond the expectations of my employer and myself; and also to train my employees with the same work ethic.

***Lead Generation Results:***

* Managed a crew that averaged one to two appointments per hour during each shift worked.
* Personally topped company records for number of leads set at individual events. With my team, set the company record during one event at the Hartford XL Center, with a total of 101 Appointments and 57 Leads; and at a second event at the Hartford Expo Center we set 96 Appointments and 30 Leads.

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| **PRONTO DELI – East Haven, CT** | **4/2004 to 12/2005** |

***Waitress/Barista***

I started at Pronto Deli as a waitress and barista; making coffee and other beverages, taking orders, serving drinks and food, and tending to customers needs throughout their visit. I was also responsible to run the cash register as well as maintaining a clean work space, restocking items and doing basic food preparation. I assisted the Assistant Manager in training new hires, checking and ordering inventory, and assisting with the Catering department.

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| **David C. Barefoot, Attorney at Law – Wilmington, NC** | **9/2001 to 3/2003** |

***Assistant Paralegal***

I worked as the assistant paralegal for attorney David Barefoot alongside his paralegal, Audrey. I assisted both David and Audrey in preparation of legal documents for real estate closings, researching properties and deeds as well as deeds of trust, and doing recordings at the town hall after closings took place. I also assisted in any proofreading, typing, filing and any other work either David or Audrey needed done.

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| **Fazzone, Baillie, Ryan & Seadale- Law Firm– Cheshire, CT** | **2/2000 to 8/2001** |

*Real Estate Legal Assistant [additional information available upon request]*

*{firm currently Fazzone & Ryan, LLC, please refer to Attorney Joanne M. Ryan with any inquiries at 203-250-2222.}*

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| **Denny’s Restaurant– Southington, CT** | **1996 to 1998** |

*Waitress*

Education

**southington High School,** Southington, CT

**Cape Fear Community College**, Criminal Justice Major - Wilmington, NC

References

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| **Donn Lashely,** Owner Carolina Commercial Coatings | (910) 279-3389 |
| **Jeff Strada, *\*\**** Former Marketing Director of Home Comfort Now & Ideal Energy Solutions | (203) 314-1017 |
| **Dorothy Gillespie,** Teacher at Cheshire High School | (860) 345-7646 |
| **Imani Zito,** Owner Alchemy Juice Bar & Growing Green Co-op Imani@thegreenvibration.com | (860) 983-5276 |