

Geraldine “Gerri” Ciancanelli

Dynamic, results-oriented business-development professional with an entrepreneurial outlook and outstanding record of success. Proven leader as a COO of a market value of \$225 million corporation. Expertise in project management, strategic planning, marketing, team building, and presentations.

EXPERIENCE

INshed, Elgin, IL — Sales Director of North America

July 2021 – July 2022

Establish a standard to provide efficient high-level servicing. Developing and quoting pricing for current market demands. Providing a reasonable delivery commitment designed to obtain a customer's order. Creating training manuals for future employees and marketing materials for customers. Increased sales by \$220,000 with add-ons.

Lilu's Garden, LTD, Owenton, KY — COO

August 2018 – July 2021

Oversees business operations to ensure the company's efficient and effective day-to-day management and financial policy. Reporting all HR, Accounting, and Marketing reports to the CEO. Established performance expectations for all areas of the business including assessing policies and procedures to determine best practices. Allocate the appropriate resources to all business channels. Seek new business relationships with manufacturers to reduce the cost of our product. Request bids from vendors, auditors, and technology. Maintain a solid business relationship with all our clients to exceed expectations with rapid growth and new locations in multiple states. Paid speaking event: 2019 The Hemp Industry Daily Conference, New Orleans, LA

The Abbey Resort, Fontana, WI — Wedding Sales Manager

March 2018 – August 2018

Managed 23 weddings ranging from \$25k – \$175k. Closed 50 weddings for the upcoming 2019 season prior to departing.

Expo, Inc., Chicago, IL — Solutions Specialist

August 2017 – March 2018

Establish relationships with new prospects in an effort to meet and exceed revenue expectations. Present products and services to new accounts. Manage pipeline to maximize all new business opportunities. Position eliminated due to the restructuring of the App.

Orbus Exhibit & Display Co., Woodridge, IL — Regional Business Development

August 2011 – August 2017

Doubled revenue in three years on the East Coast and two years in the Southeast (\$10M to \$20M E / \$8M to \$15M SE). Traveled extensively (90%) throughout the territory meeting with clients to further sell and educate on the line of products. Develop and implemented presentations to increase product awareness and knowledge which resulted in an increase in the distributor's business. Speaker at SGIA on Portable Displays in 2015. Developed Training material for Client Bootcamps on-site at Headquarters quarterly to increase knowledge of products and facilities capability.

EDUCATION

Promineo Tech & College | Elgin Community College

Back End Software Developer Bootcamp (18 weeks)

July 2022 – October 2022

Skills and technologies include Java 1.8, Algorithms, OOP, Design Patterns, Unit Testing, QL, DDL, DML, Database Concepts, JDBC, Spring Boot, Spring Data, REST, JPA, JWT, AWS, and more.

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SKILLS

Communication

Developing Sales Pitches

Negotiation

Presentations

Relationship Building

Time Management

Organizational

TOASTMASTER

INTERNATIONAL AWARDS

2013 Table Topics Contest: 3rd Place Division

2016 Evaluator Contest: 2nd Place Division

2017 Evaluator Contest: 2nd Place Division

2017 Humorous Contest: 2nd Place District

2017–2018 Pathways Ambassador/Guide

2018 Table Topics Contest: 1st Place Club and Area

2018 International Speech Contest: 1st Place Club, 2nd Place Area

2019 Evaluator Contest: 2nd Place Division

Distinguished Toastmaster 2019

2020 Table Topics Contest: 2nd Place Area

2020 Humorous Contest: 2nd Place Division

2020 Evaluator Contest: 2nd Place District

2020 International Speech Contest: 1st Place Club and Area, 2nd Place District

2021 Table Topics Contest: 1st Place Club

2021 Humorous Contest: 2nd Place Division

2021 Evaluator Contest:

2021 International Speech Contest: 1st Place Club and Area, 2nd Place District