

## Contact

919 450 5146 (Mobile)  
hartsfieldt@gmail.com

[www.linkedin.com/in/teresahartsfield](http://www.linkedin.com/in/teresahartsfield) (LinkedIn)

## Top Skills

Outlook  
Account Management  
Budgets

# Teresa Hartsfield

So excited for what is brewing!  
Raleigh-Durham-Chapel Hill Area

## Summary

Professional experience that includes sales, marketing, business development, employee training, communications, and writing. I have demonstrated the ability to multi-task and make decisions to move projects to completion. A persistent goal setter, project finisher, and skilled collaborator.

---

## Experience

Bull City First  
Business Consultant  
October 2021 - Present (11 months)  
Durham, North Carolina, United States

Naturals2Go Healthy Vending  
Owner Operator  
December 2019 - Present (2 years 9 months)  
Durham, NC

Suporta Franchise Group  
Franchise Business Consultant  
May 2019 - Present (3 years 4 months)  
Raleigh-Durham, North Carolina Area

International Franchise Professionals Group - IFPG  
Franchise Business Consultant  
May 2019 - Present (3 years 4 months)  
Raleigh-Durham, North Carolina Area

Suporta  
Founder & COO  
October 2009 - Present (12 years 11 months)

Suporta provides industry-trained call center support solutions for college admissions departments. We understand the sense of urgency in contacting potential new students, reconnecting with students who have yet to complete

their studies and maintaining ties with alumni who have become a part of an institution's legacy.

Suporta's management team has over 30 years of experience in admissions and for-profit higher education. We've served the field as admissions professionals, directors, managers, Regional and VP level positions. We've hired, trained and managed hundreds of admissions professionals and call center agents all over the country. We get it!

As such, consider Suporta an extension of your team. We specialize in Re-contact campaigns, which convert at 15 - 20% of the lead volume that most admissions professionals would consider dead leads. We re-contact leads that everyone else has forgotten about and we do it built on solid college admissions principles with industry-trained staff. Our support agents know the regulatory practices, compliance policies, the DO's and DONT's of college admissions and understand their role in supporting your admissions professionals.

At Suporta, we grew up in the business of private for-profit higher education. We are products of the environment as students and staff. We have sat in the classrooms with students just like yours and in the offices and cubicles of admissions professionals; just like yours. We have spent hundreds and thousands of hours in the admissions offices trying our best to find that next potential student.

Suporta was built around college admissions principles and our staff, all of them, are industry trained. Basically, they simply get it. They know the rules, compliance, do's and don'ts about college admissions and understand their role in helping get a student in front of an admissions professional who may, just may, help them change their lives.

### Newhope Church

Executive Assistant to Dr. Benji Kelley

December 2008 - June 2010 (1 year 7 months)

Executive Assistant to Dr. Benji Kelley

Newhope Church is a non-denominational church with a contemporary Worship style. The weekly attendance ranged from 1,500 – 2,000 church members/visitors.

#### Executive Assistant to Senior Pastor

- Direct liaison between Senior Pastor and over 1,500 church members
- Responsible for all correspondence through the mediums of: social networking, church-wide news letters, weekly bulletin and personal correspondences
- Created training manuals for volunteers and assisted with writing a church-wide study
- Managed and lead over 100 volunteers on a weekly basis
- Ran marketing campaigns to recruit new guest
- Coordinated meetings, travel arrangements (domestic and international), expense reports, and appointments
- Managed daily office operations
- Served as an executive member on the senior staff
- Assisting the Senior Pastor as a personal and business assistant
- Serves as gatekeeper to the Senior Pastor, while ensuring people are helped in a friendly and efficient manner
- Assist with meeting preparation for groups of 5-300
- Records meeting minutes, when requested, and assists in ensuring meetings proceed in a professional and timely manner
- Maintains the Senior Pastor's files

#### Expense Reduction Analysts - North America

##### Franchise Marketing Manager

March 2007 - May 2008 (1 year 3 months)

Since 1992, ERA has helped thousands of organizations of all types and sizes find savings hidden in their non-core expense categories (such as office supplies, insurance, small-package freight, etc). ERA is the #1 professional service franchise company in the US.

##### Franchise Marketing Manager

- Direct liaison between Expense Reduction Analysts and over 350 Franchise Brokers.
- Responsible for establishing 150 new brokerage relationships.
- Lead all franchise prospecting functions: Discovery Days, tradeshow and National Conferences
- Managed and established all franchise marketing reports and marketing campaigns
- Manage and coordinate all marketing, advertising and promotional activities
- Conduct market research to determine market requirements for existing and future products

- Analysis of customer research, current market conditions and competitor information
- Develop and implemented marketing plans and projects
- Managed the productivity of the marketing plans and projects
- Monitor, review and report on all marketing activity and results
- Managed the marketing budget
- Deliver marketing activity within agreed budget

## International Education Corporation

### Director of Call Center

August 2005 - March 2007 (1 year 8 months)

International Education Corporation provides vocational postsecondary education services.

### Executive Assistant to CEO

- Prepared marketing presentations, correspondences, and investor reports
- Performed research for prospective high net worth clients and money managers
- Coordinated meetings, travel arrangements, expense reports, and appointments
- Managed daily office operations and customer relations
- Be responsible for heavy calendar management, requiring interaction with both internal and external executives and assistants, as well as consultants, to coordinate a variety of complex executive meetings
- Answer phones and direct all incoming calls to appropriate party promptly and efficiently
- Communicate and handle incoming and outgoing electronic communications on behalf of the Partners
- Assist Partners with preparation of presentation materials
- Review and summarize miscellaneous reports and documents; prepare background documents and outgoing mail as necessary
- Assist in pipeline/forecast preparation and management
- Prioritize and manage multiple projects simultaneously, and follow through on issues in a timely manner
- Arrange travel schedule and reservations for executive management as needed

### Director of Outbound Call Center

- Piloted/Established inbound, outbound and data entry call center
- Responsible for lead management for 11 locations across the US

- Trained all Customer Service Representatives, Directors of Admissions and College Presidents on lead management. In addition I did extended training on customer service.
- Provide leadership and guidance for call center staff
- Effectively manage cost center budgets and operational expenses
- Assist associates in successfully achieving their personal and professional goals/objectives
- Successfully achieve corporate goals and corporate strategic objectives

**Cortinthian College**  
**Outbound Call Center Manager**  
 2002 - 2005 (3 years)

Corinthian Colleges, Inc is one of the largest for-profit, post-secondary education companies in North America, with over 100 campuses within the United States and Canada. Their campuses offer short-term diploma and/or degree programs in a variety of popular career fields. One of our most popular programs is Medical Assisting.

**Call Center Supervisor**

- Piloted Outbound Call Center
- Managed Fiscal Services/Payroll for Outbound Call Center Staff
- Managed, Train, and Supervised 18+ employees
- Interviewed, hire, and build a team of outbound agents
- Managed and kept the outbound team informed of any new products or services
- Familiarized the team with using predictive dialer or power dialing systems
- Develop sales and services scripts/processes
- Managed challenging situations and objections by responding promptly and aptly to the needs of the prospective client
- Managed and display to upper management, P&L activities for all campaigns

---