**KYLE A. COOPER** Short Hills, NJ 07078|(973) 525-5407 | kcooper89.kc@gmail.com

Sales and Marketing Associate with 7+ years of proven success in Sales and Mass Media Marketing. Leverages a background in automotive dealer management to improve efficiency, effectively surpass sales targets, and exceed customer expectations. Adds value to an organization through personal initiative and a proactive approach in the Sales, Marketing, and Customer Service field.

**CORE COMPETENCIES**

Sales and Negotiation Program Management Analytical Reasoning

Strategic Planning & Execution Continuous Process Improvement Skilled Problem-Solver

Customer Retention Marketing Organizational Skills

Cross-Functional Collaboration Net Promoter (NPS) Improvement Time-Management

**RELEVANT EXPERIENCE**

**DCH Millburn Audi,** Maplewood, NJ. October 2019 – May 2020

**Parts Advisor**

* Experience with ADP, CDK Drive, Autopoint MPI, Access Audi, and ETKA
* Provide technicians with parts in inventory and ordering specialized parts for custom repairs as needed. Communicate with technicians to ensure proper parts are ordered.
* Greet customers over-the-counter while assisting in finding and selling the proper pieces necessary.
* Work with multiple vendors to provide OEM parts and aftermarket parts to technicians and consumers as necessary.
* Build professional relationships with local businesses to increase sales.
* Parts department average over $125k in sales while maintaining 45% GPP and 2% return rate.

**COOPER AUTOSPORT**, Short Hills, NJ. February 2017 - August 2019

**Owner & Operator**

* Built and maintained an online and social media presence with a website, Instagram, and Facebook.
* Studied and interpreted automotive care business and built pricing structures to beat the competition.
* Coordinated with multiple vendors to ensure wide inventory of products and services.
* Interviewed and employed a team and taught the process of detailing automobiles step-by-step as well as work delegation.
* Maintained scheduling between workers to maximize production and efficiency.
* Launched and maintained Email campaigns for both employees and customers.
* Administered estimates, and invoicing for payment processing.
* Prepared plans post-sale for customers to provide them with solutions for individual and specific needs.
* Ensured customer satisfaction by paying close attention to detail and prompt follow up.

**ROBB FRANCIS SPORTS CARS**, Peapack, NJ. December 2014 - February 2017

**Sales Representative**

* Managed online presence and SEO Management with All Auto Network, Dealer Car Search, and Dealer.com to increase brand awareness.
* Responsible for Email management and analysis. Communicated adjustments and concerns to dealership owners.
* Evaluated profitability margins and buyer trends, making necessary adjustments to floor plan and inventory.
* Proposed and executed a switch to digital buyer’s invoices and odometer statements.
* Executed control of over $1 million in inventory.
* Sold high-end automobiles to customers with excellent follow-up skills to ensure the highest customer satisfaction.
* Developed personal sales strategies to effectively sell all product lines.
* Utilized strong interpersonal relationship skills to effectively communicate with customers and close sales.

**INFINITI OF ENGLEWOOD**, Englewood, NJ. July 2013 - November 2014

**Sales Representative**

* Promoted a friendly sales environment.
* Increased sales potential by offering my services of product expertise to clients.
* Constructed cold calling strategies to effectively sell Infiniti automobiles.
* Provided prompt customer follow-up which enhanced customer retention.
* Provided detailed product and features presentations to maximize value proposition between models.
* Ensured vehicles were cleaned, filled with gas, and pre-serviced for delivery to customers.
* Successfully worked with sales and finance managers to surpass sales goals within proposed time limits.

**AUTOHAUS**, Peapack, NJ. May 2011 - August 2012

**Porsche Technician Apprentice |** *part-time*

* Performed basic maintenance tasks on Porsche automobiles such as oil changes, fluid top-off and replacement, engine and cabin air filter changes, tire rotations, and automotive inspections.
* Inspected potential issues and problems of a customer’s automobile they may encounter in the future such as inspecting oil, coolant, and brake fluid levels, tire tread life, and brake pad life.
* Installed various aftermarket parts and accessories to Porsches including exhausts, intakes, suspension, wheels, and other cosmetic pieces.

**EDUCATION & PROFESSIONAL DEVELOPMENT**

**University of Miami**:

**Bachelor of Science (BS) in Media Management, 2013**

**Rutgers University:**

**Full Stack Web Development Bootcamp, 2020**

**Professional Skills**: Microsoft Office Suite, Photoshop, Adobe Acrobat, Google Suite (Gsuite), HTML, CSS, Javascript, Jquery, Node.js, Express, VsCode, Xcode, Slack, Github, MySQLWorkbench, Conversational Spanish.

**Interests and Activities**: Alpha Phi Delta Fraternity, University of Miami Media Management Association, Hurricane Productions Team, Cadillac PGA Tour Promotions Volunteer, Porsche Club of America NNJ Region, Radio-Controlled ground vehicles and aviation.