

PARKER BOMAR

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Work Experience

BMW Client Advisor / Asst. Manager, Global Imports BMW
Atlanta, Georgia

July 2017 – Present 2018

- Assist dealership managers with daily upkeep of documentation, inventory ordering and management, and ensuring compliance with BMW branding and sales guidelines
- Guarantee exquisite presentation of each vehicle by partnering with service, finance, and sales managers to prepare all associated documents and details for each sale
- Exceeded monthly sales and customer satisfaction goals by providing an unparalleled luxury sales experience through transparent communication and negotiation

Director, Product Trainer Team, BMW of Dallas
Dallas, Texas

June 2015 – June 2017

- Recognized and awarded by BMW of North America and BMW AG for top performance in USA
- Independently created the BMW Genius program and grew team to include 7 product specialists personally trained in BMW technology and quality customer service
- Managed new, pre-owned, and recalled inventory analytics and generated necessary reports
- Designed and conducted weekly product training for over 40 client advisors, managers, and finance personnel through web-based, video and in-person presentations
- Coordinated advertising events and represented the brand at the BMW Dallas Marathon, the Irving Tennis Classic, DFW Auto Show, and monthly local and state-wide car expos
- Collaborated with product partners (such as Samsung) to ensure product compatibility

BMW Genius (Product Specialist), Global Imports BMW
Atlanta, Georgia

August 2014 – June 2015

- Provided expert consultations on all BMW vehicle specifications and history; sustained impressive level of knowledge through 500+ continuing education hours
- Worked effectively with 5 departments to ensure the highest rate of customer satisfaction and vehicle performance at the largest dealership in Georgia
- Increased marketing presence by installing and maintaining BMW display computers to disseminate accurate, up-to-date product information throughout the dealership

Education

Bachelor of Science – Interactive Design

Kennesaw State University, 2019
President's List – 2017-2018

Highlights

Awards/Certifications: BMW M & i Sales, Google AdWords, 1st place in BMW Marketing Contest (2017)

Programming Languages: C#, Java, CSS & HTML

Skills:

Adult Learning	Usability Testing	Ethnography	Photo / Video	Microsoft Office
AutoCAD	Unity 3D	Rapid Prototyping: Co2 Lasers, 3d Printing, Arduino		
Adobe Suite: Photoshop, Illustrator, After Effects, Premiere, Lightroom			Prototyping: Xd, Sketch, Axure RP	