

PARKER BOMAR

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Experience

Global Imports BMW

BMW Client Advisor

Atlanta, Georgia

July 2017 –Present 2018

- Exceed monthly sales and customer satisfaction goals by providing an unparalleled luxury sales experience through transparent communication and negotiation
- Guarantee exquisite presentation of each vehicle by partnering with service, finance, and sales managers to prepare all associated documents and details for each sale

BMW of Dallas

Director, Product Trainer Team

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 the team to include 7 product specialists personally trained in BMW technology and quality customer service
- Manage 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
- Coordinate advertising events and represented the brand at the BMW Dallas Marathon, the Irving Tennis Classic, DFW Auto Show, and monthly car expos
- Collaborate with product partners (such as Samsung) to ensure product compatibility

Global Imports BMW

BMW Genius (Product Specialist)

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
- Represented the BMW brand by anticipating client questions, providing essential information, and maintaining client relationships for a high follow-up rate
- Collaborated 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 assisting IT with installing and maintaining BMW display computers to disseminate accurate, up-to-date product information

Global Imports BMW

Assistant Manager, Loaner Department

Atlanta, Georgia

September 2012 – August 2014

- Managed a team of 8 associates to provide professional options for alternate transportation
- Designed organizational systems to boost productivity, savings, and vehicle utilization
- Partnered with insurance companies and internal departments to ensure vehicle maintenance

Education

Bachelor of Science – interactive Design

Kennesaw State University

Presidents' list – 17/18

Skills

Certified in: Google Adwords, BMW M & i Sales

Advanced in: Adult learning, Digital dealer support tools, Adobe CC Suite, Photography, Microsoft Office

Proficient in: BMW programing and Diag software, ADP (*payroll and repair order management*)