

# 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

## Education

**Bachelor of Science – interactive Design**

Kennesaw State University  
*President's list – 17/18*

## Skills

**Awards/Certifications:** BMW M & i Sales, Google Adwords Certified, 1<sup>st</sup> place in BMW Marketing Contest

**Advanced:** Adult learning, Usability testing, Adobe Suite – (Photoshop, Illustrator, After Effects, Lightroom, Premiere). Prototyping - (XD, Axure RP) Photography/Film, Microsoft Office

**Languages:** C#, CSS - HTML, Java