

Marisa Forman

Sacramento, CA

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916-617-1920

Dedicated and technically skilled business professional with a versatile administrative management skill set developed through experience as a business manager, business owner, hospitality manager and corporate trainer. Excels in resolving challenges with innovative solutions, system and process improvements proven to increase efficiency, customer satisfaction and the bottom line. Analytical thinking and well organized with a personable and professional attitude. Proven track record of successful business development and growth through dedication, excellent work ethics and a can-do attitude. Delivers strong sales and marketing skills to build new business and cultivate existing customer relationships. Offers advanced computer skills in MS Office Suite, Quickbooks and other applications/systems. Self-confident, organized, and motivated.

#readytowork

Willing to relocate: Anywhere

Authorized to work in the US for any employer

Work Experience

Business Owner

Abbey Rose

2012 to Present

Developed online business from ground up. Created innovative and modern website and e-commerce stores to attract new clientele. Marketed & advertised business through various networking sites and other marketing outlets to build brand and increase revenue. Responsible for all client relations and daily operations to ensure growth of company and increase revenue. Increased profit margin each quarter for 7 years straight through innovative marketing strategies, unparalleled client satisfaction and delivering a top-quality product.

Business Manager

Cousin's Plumbing Inc

2008 to 2012

Built and operated licensed plumbing contractor company from ground up to profit over \$1.7 million in revenue within first 24 months. Responsible for all daily and administrative operations of 26 employees. Built long-lasting relationship with customers to grow client base to 70% repeat and referral within first 18 months reducing advertising costs by over 50%.

Education

Bachelor's

Skills

- OPERATIONS MANAGEMENT
- MARKETING AND ADVERTISING
- FINANCIAL PLANNING
- RISK MANAGEMENT
- PROCESS IMPROVEMENTS
- TRAINING AND DEVELOPMENT
- TIME MANAGEMENT
- NEW BUSINESS DEVELOPMENT
- EVENT PLANNING
- RECRUITING AND HIRING
- CUSTOMER AND VENDOR RELATIONS
- WEBSITE DESIGN
- Leadership Experience
- Business Management
- Branding
- CRM Software
- Hospitality Management
- Budgeting
- Graphic Design
- Pricing
- E-Commerce
- Process Improvement
- Forecasting
- Strategic Planning

Assessments

Management & Leadership Skills: Impact & Influence — Expert

March 2020

Adapting leadership style to accomplish goals using rational or emotional appeal.

Full results: https://share.indeedassessments.com/share_to_profile/d40885e32db374ae8e75bf99298eb7ec

General Manager (Hospitality) — Highly Proficient

March 2020

Solving group scheduling problems and reading and interpreting P&L statements.

Full results: https://share.indeedassessments.com/share_to_profile/fb50d8a4286ecb5333320e6ad4221adeed53dc074545cb7

Management & Leadership Skills: Planning & Execution — Expert

March 2020

Planning and managing resources to accomplish organizational goals.

Full results: https://share.indeedassessments.com/share_to_profile/671d244c8d6ab54a343d6619ad2e7cd4eed53dc074545cb7

Scheduling — Highly Proficient

March 2019

Measures a candidate's ability to cross-reference agendas and itineraries to avoid conflicts when creating schedules.

Full results: https://share.indeedassessments.com/share_to_profile/9f4280c53d2e7894ee5006764ea9f670eed53dc074545cb7

Logic & Critical Thinking — Highly Proficient

August 2019

Using logic to solve problems.

Full results: https://share.indeedassessments.com/share_to_profile/61326673226284d882e4968b94019915eed53dc074545cb7

Customer Focus & Orientation — Highly Proficient

March 2020

Responding to customer situations with sensitivity.

Full results: <https://share.indeedassessments.com/attempts/775ed70e3c3f1e383037d740cbafa795eed53dc074545cb7>

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