

Brent R. Skidmore

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Education

Seminole State College of Florida

Bachelor of Science in Business Information Management
Supply Chain Management Specialization

Lake Mary, FL

Professional Experience

Sales Manager at LunaFit - Altamonte Springs, FL

April 2019-Mar 2020

- Pioneered a new gym specific business model that included fitness, nutrition, and accountability, which in turn led to an 18% increase in revenue within the first 5 months of business operations
- Consistently closed 15% of all leads by handling clients' objections through overcomes and other sales tactics
- Tracked and analyzed performance metrics, reviewed client data, and brainstormed with upper management to develop and present a one, three, and five-year business plans
- Utilized CRM and automated communication platforms to nurture leads and increased the overall appointment show rate by 12% in the first 5 months of operation
- Generated social media advertisements among appealing ad-copy to acquire engagement from potential clientele

Operations Manager at Caterpy Laces - Orlando, FL

Dec 2017-Sept 2019

- Implemented an efficient and effective inventory system to accurately forecast and track inventory for the warehousing department
- Practiced efficient packaging techniques to ensure timely and satisfactory shipments of online orders
- Responded quickly and appropriately to consumer feedback, with a view to provide exceptional customer service
- Coordinated logistical and administrative needs of trade show events, including scheduling, on-site support, and cash flow control

Marketing Specialist at McCoy Federal Credit Union - Orlando, FL

May 2016-Mar 2019

Support Services at McCoy Federal Credit Union - Orlando, FL

Aug 2015-May 2016

Member Service Representative at McCoy Federal Credit Union - Orlando, FL

Oct 2014-Aug 2015

- Managed accounts payables and reconciled general ledgers to ensure marketing stayed within the allotted budget
- Created detailed Microsoft Excel reports for all upper management and board members to show company statistics
- Performed business analytics to determine demographics of prospective new branches for growth opportunities
- Queried a monthly database matrix using basic SQL to send members new product offers
- Increased membership through publicity efforts such as, trade shows, vendor expos, and new member enrollments

Merchandise Sales Associate Trainer at Universal Orlando Resort - Orlando, FL

Dec 2013-Oct 2014

Merchandise Sales Associate at Universal Orlando Resort - Orlando, FL

Sept 2013-Dec 2013

- Evaluated the strengths and weaknesses of new sales associates to confirm they would be a good fit for the role
- Motivated individuals in their personal successes creating a positive work environment
- Provided an interactive guest experience through the utilization of suggestive sales techniques and product demonstrations in a positive and outgoing manner

Vacation Planning Internship at The Walt Disney World Resort - Orlando, FL

Jan 2013-Aug 2013

- Demonstrated awareness of all ticket media, with the ability to discuss over 128 different ticket configurations
- Drove upwards of \$100,000 in weekly sales, and exceeded monthly sales goals by using effective sales processes
- Mediated guest objections and questions using a strong knowledge of guest service and product features

Enrollment Services Student Employee at Lansing Community College - Lansing, MI

Aug 2010-Aug 2012

- Educated incoming students on the enrollment process to promote a smooth transition into higher education
- Resolved computer software and hardware difficulties for students to provide helpful customer service
- Undertook data entry, filing, and mail distribution to office employees to provide a quality customer experience