

LASHAWN JONES

Los Angeles, CA | (818) 568-8694 | LashawnJones.K@gmail.com

PROFESSIONAL PROFILE

- **Business Owner** with over five years of operating and managing customers and accounts
- **Leader** with over 22 years engendering growth in others

SKILLS

- Effective Listening
- Consultative Sales
- Contract Negotiations
- Process Development
- Sales Navigator
- Resilience and Tenacity
- Emotional Balance
- Marketing Strategy
- Internet Technologies
- Salesforce

RELEVANT PROFESSIONAL EXPERIENCE

SHARESPACE HOSTEL

BUSINESS MANAGER | LOS ANGELES, CA | 06/2013 - PRESENT

MANAGED DAILY OPERATIONS, CUSTOMER ACQUISITION, AND CUSTOMER SERVICE. GENERATED BETWEEN 3K & 6K CONTACTS PER MONTH WHICH TRANSLATED TO 30 CALLS PER DAY AND 15 NEW BOOKINGS ON AVERAGE PER MONTH.

- Generated leads and qualified guests via 6 booking engines, Google Ads, and Facebook Ads
- Persuasively sold guests on services, activities, and events
- Created and performed orientation, temperature checks, and exit interviews as environmental controls
- Negotiated contract terms for leases, lines of credit, etc.
- Devised business plan after researching market and evaluating resource requirements

OMEGA TAX AND ACCOUNTING

OPERATIONS MANAGER | ROBBINS, IL | 01/2008 - 04/2012

RECRUITED TO DESIGN AND IMPLEMENT SALES MANAGEMENT PROCESS TO INCREASE REVENUE. DURING MY TIME, CUSTOMER SATISFACTION INCREASED, CLIENT PROCESSING TIME DECREASED, AND A SECOND LOCATION WAS OPENED.

- Qualified leads and consulted prospects on tax preparation needs
- Improved customer management process utilizing customer requests, complaints, and observations
- Interviewed candidates and trained hires for internship program and staff
- Managed flyer distribution, content strategy, and event marketing campaigns
- Developed CRM processes and staff training program
- Upsold and facilitated customer retention through hands-on service and intervention
- Handled collections and performed cold calls

EDUCATION

Kaplan University
Project Management

MSM-April 2012
GPA: 3.92/4.00

University of Wisconsin - Milwaukee
Marketing 3.6/Finance 3.0

BBA - MAY 2008
GPA: 3.02/4.00

CERTIFICATION

Performance Based Hiring, InLearning
Effective Listening, InLearning
SEO Foundations, InLearning
Creating Customer Value, InLearning

12/2017
11/2017
11/2017
11/2017