

MARKETING RESUME

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PROFESSIONAL SUMMARY

Consistent **Sales Leader and Sales Coach** with extensive experience managing business and retail banking sales processes and clients. Expertise includes public speaking, event management and engaging in effective coaching skills. Possess strong knowledge of Richardson Sales Training (Retail & Commercial Banking). Highly adept at encouraging sales teams, growing pipeline, and embracing and managing through periods of change. Strong leadership, creativity, communication and coaching skills. Proficient with MS Office, SharePoint and Salesforce.com databases. Areas of expertise:

- Sales Training/Coaching
- Sales Consulting
- Event Management
- Relationship Building
- New Business Development
- Brand Management

PROFESSIONAL EXPERIENCE

SUNTRUST BANK – Charlotte, NC

2001-2012

Sales & Marketing Group/SunTrust at Work Sales Representative (2008-2012)

Managed the implementation, sales, and process for a unique SunTrust program, working with 60 retail branches, Commercial Line of Business (LOB), Private Wealth LOB, Mortgage LOB, Corporate & Institutional Banking LOB, as well as all other teammates across a 12-county territory.

- Prospected and contacted employers (client and non-client) through internal and external networking resulting in a personal portfolio of 210 relationships managed through Salesforce.com.
- Increased penetration within SunTrust at Work clients by managing and/or delegating management of over 15,000 SunTrust at Work relationships.
- Referred clients to other LOBs from all events, networking, and calling efforts leading to several large successes in areas like mortgage loans, equity lines, and 401k management.
- Directed on-site events including pre-planning, event-day management, and post-event debriefing.
- Trained/Coached teammates, both classroom and on-the-job: sales training (Robertson), product knowledge, and new-teammate orientation to the program.
- Regularly provided feedback to leadership to enhance one-team efforts, identify areas for improvement, and convey creative ideas to differentiate SunTrust in the market and win market share.
- Presented financial education seminars, using FDIC Money Smart and various other workshops, coached teammates to present the materials.
- Provided Sales and Marketing support throughout the region for any events, initiatives, communications and budgeting decisions.
- Increased SunTrust at Work account funding rates from 82% (year end 2008) to 94% currently, have significantly increased Commercial Penetration and participation, and have used communication and relationships with all LOBs to drive true partnership throughout the region.

PROFESSIONAL EXPERIENCE *(continued)***Licensed Banking Center Manager** (2003-2008)

Led a sales team at two separate offices during time period, managing a portfolio of over \$89.8M in deposits and \$14.5M in loans, generating new business and personal banking relationships, and leading a sales team to generate new relationships and opportunities.

- Maintained and expanded existing personal and business banking relationships and conducted outside sales activities to bring in new personal and business banking relationships (adding approx. \$16M in deposits in 2006), cross-selling within both for other needs.
- Communicated, promoted, and enforced operational and risk management policies and procedures to reduce and eliminate loss.
- Developed strong working relationships with all LOBs to enhance customer experience and overall profitability for the company.
- Managed Human Resources functions for all branch employees to include selection, performance management, payroll, career advancement, and corrective action.
- Developed relationship with Centers of Influence to build business and market-share for SunTrust throughout the community.
- Acquired NC Life & Health, Series 6 and Series 63 licenses in 2006 & 2007 leading the sales team in annuity sales.
- Within 1 year, moved banking center from within 55% of branches to 44% of branches. Within the 1st year at a second branch, moved the location from last in the region to the top 14% of branches, bank wide.

Financial Services Representative (2002-2003)

Developed personal and business banking relationships through proactive and needs-based selling while delivering superior customer service. Educated customers on bank services and products offered.

- Reached target goals consistently through effective relationship development and meeting clients' needs and objectives.
- Commissioned as a Notary Public, 2003.

Summer Intern/Part-Time Teller (2001-2002)**EDUCATION****BS, International Business Management**

Elon University, Elon, NC Minor, Spanish; *(cum laude)*

PROFESSIONAL AND COMMUNITY DEVELOPMENT

- Co-Chair, SunTrust Regional Diversity Council, January 2010-present.
- FDIC Money Smart program Presenter, April 2008-present.
- Executives Association of Charlotte, active member, January 2007-present.
- Charlotte Chamber of Commerce, active member, June 2005-present.
- YMCA, active member, January 2003-present.
- YWCA CrossRoads Charlotte, volunteer, March 2011-March 2012.
- Second Harvest Food Bank, Bank2Bank Food Drive organizer 2008, 2009, 2010, 2011.
- Second Harvest Food Bank volunteer, December 2009-present.
- Ronald McDonald House volunteer, January 2011-present.
- Arthritis Foundation Walk, co-organizer 2008, 2009, 2010.
- Making Strides Against Breast Cancer, SunTrust team captain, Fall 2007.