

Robert Smith

Internet Sales Director III

PERSONAL STATEMENT

An executive level Internet Director, adept at all forms of e-commerce, rudimentary web design, search engine optimization, strategic web advertising models, long-term digital marketing strategies, traffic building, keyword generation and implementation, multiple platform integration and social networking.

WORK EXPERIENCE

Internet Sales Director III

ABC Corporation - August 2013 - September 2014

Responsibilities:

- Responsible for e-commerce sales strategies, social media, pricing, marketing strategies, combined advertising efforts and to drive business from website to store front to sell new and pre-owned automobiles.
- Managed 12 people, including their certification and training needs of each person.
- Conducted one on ones daily with 6 sales people working towards personal goals.
- Conducted training on an on-going basis based on needs of the sales person.
- Raised average closing ratio to 5.4% up from 3.2%.
- Doubled internet sales from 32 in August to 71 in December.
- Developed and implemented long-term follow up process to drive sales from 30-150 day old leads.

Internet Sales Director

Delta Corporation - 2008 - 2013

Responsibilities:

- Recruited to bolster an established Internet Department for a family owned dealership.
- Managed a budget of \$14,000 for advertising while managing up to 7 people, including their certification and training needs of each person.
- Identified redundant leads and eliminated providers for savings.
- Managed up to 800 leads and 150 phone calls/month.
- Established procedures and templates to ensure timely responses were under 1 hour.
- Raised closing ratio to over 14%.
- Identified and adopted only technologies deemed to be most beneficial to the dealership.

Education

B.S. in History - (College of Liberal Arts)

CONTACT DETAILS

1737 Marshville Road,
Alabama
(123)-456-7899
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www.qwikresume.com

SKILLS

Management, E-Commerce, Training, Sales, Leadership Development.

LANGUAGES

English (Native)
French (Professional)
Spanish (Professional)

INTERESTS

Climbing
Snowboarding
Cooking
Reading

REFERENCES

Reference - 1 (Company Name)
Reference - 2 (Company Name)