

# ETHAN MARTINEZ

## Used Car Director

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### PROFESSIONAL SUMMARY

Strategic Used Car Director with 7 years of proven success in automotive sales and inventory management. Expert in optimizing dealership operations, driving sales growth, and enhancing customer satisfaction. Adept at building high-performing teams and streamlining processes to maximize profitability. Committed to leveraging extensive industry knowledge to propel organizational success and achieve ambitious targets.

### WORK EXPERIENCE

#### Used Car Director

Seaside Innovations

📅 Jun / 2021-Ongoing  
📍 Santa Monica, CA

- 1. Recruited as Used Car Director, enhancing operations across multiple locations at owner's request.
- 2. Managed a \$4M pre-owned vehicle inventory, ensuring optimal stock levels and turnover.
- 3. Oversaw hiring and training initiatives, building a skilled sales team aligned with company goals.
- 4. Conducted follow-ups with customers to ensure satisfaction and foster repeat business.
- 5. Acted as a liaison between service departments and management to streamline operations.
- 6. Utilized expertise to consistently achieve monthly profitability targets.
- 7. Maintained a balanced inventory mix to meet diverse customer needs.

#### Used Car Director

Crescent Moon Design

📅 Jun / 2018-Jun / 2021  
📍 Portland, OR

- 1. Former Dealer Principal with comprehensive experience in vehicle sales and departmental management.
- 2. Expert in purchasing vehicles at auctions while managing a team of 20-30 employees.
- 3. Oversaw appraisals of all trade-ins and maintained an efficient inventory of 60-80 vehicles.
- 4. Accurately priced vehicles across multiple platforms to enhance market competitiveness.
- 5. Established a new used car department, hiring and training staff before the dealership opening.
- 6. Increased sales volume and profitability by directing secondary finance operations effectively.

### EDUCATION

#### Bachelor of Business Administration

University of Georgia

📅 Jun / 2015-Jun / 2018  
📍 Denver, CO

Focused on management and marketing principles applicable to the automotive industry.

### SKILLS

Sales Strategy Development



Automotive Inventory Optimization



Staff Training And Performance Enhancement



Team Leadership



### ACHIEVEMENTS

- 🌟 Increased used car sales by 25% year-over-year through targeted marketing strategies.
- 🌟 Implemented efficient inventory management practices, reducing holding costs by 15%.
- 🌟 Achieved a 95% customer satisfaction rating through improved service processes.