

GENERAL BUSINESS MANAGEMENT

Summary

RESUME:Kristy Bishop

Entrepreneurial indirect sales executive passionate about building productive relationships with clients, partners and team members. New customer acquisition expert who emphasizes mix of online and in person marketing strategies.

Highlights

- New customer acquisition
- Account management
- Prospecting
- Results-oriented
- Knowledge of market trends
- Proficiency in finding areas of opportunity
- Client-focused
- Brand development

Accomplishments

- Conceptualized and launched the " Full service neighborhood bank marketing campaign, which led to a 70% increase in bank deposits, Customer service both internal and external, compliance, HR, Sales & Marketing Training, SQL, Valuing Diversity Training, conflict resolution, team building Mentoring Training, best practices Received several awards for "Top Performer" and letters of recognition and recommendation
- Promoted from Relationship Banker I to Relationship Banker II, as well as one of 5 regional bankers in my position assigned to train and mentor new employees after 12 months of employment. Was also given a written offer to become regional Merchant Service Representative, as I personally was considered responsible for creating the need for position, This was offered to me after about 14 months which at the time was unprecedented.
- Initialized a grass root marketing campaign to promote brand recognition, as well as gather more household relationships (i.e, loans, deposits) with no marketing budget with immense success,
- Assessed organizational training needs.
- Performed competitive analysis to make recommendations for future company growth.

Experience

General business management May 2007 to Dec 2014

Company Name 1/4 City , State

- Providing first person of contact for customers as well as employees.
- Provided conflict resolution and internal and external customer service
- Training and mentoring new hires, ensuring all regulations were met and company policy was being used
- Analyzed ratings and business features of competitors to evaluate the effectiveness of marketing strategies..
- Proficient in SQL, ordering, product management, inventory, organization, product knowledge staffing opportunities, products and services.

NW Florida Regional Commercial Sales Manager Mar 2007 to Jan 2009

Company Name 1/4 City , State

- I was the sole commercial sales manager for the NE region from South Georgia through Deland FL.
- I was able to increase sales in my territory with both new clients, and follow ups with clients we had worked with before. commercial sales in my territory; as well as some in Caribbean.
- I would generate new business through B2B cold calls, mailing information and establishing myself as the new territory manager.
- I personally overhauled the out dated SQL, and customer file information, Using previous experience, i would call, set up appts. and updated the territory customer business.
- I generated new business, and gained back more customers by recognizing better opportunities, educating them about preventive maintenance insurance, and becoming the face of my company to my clients.
- I went onsite to businesses and create estimates, field inspections, measurements, ordering correct products, troubleshoot problems, find solutions, job site inspections, and keeping my personal crew busy every day,
- Prepared correspondence, accounting and financial documents for analysis.

Sales & Marketing Manager, Indirect sales manager Jul 2006 to Nov 2008

Company Name 1/4 City , State

- Implemented and evolved high-impact strategies to target new business opportunities and new markets.
- Planned and executed container shipments of

- Effectively controlled the release of proprietary and confidential information for general client lists.
- Prepared departmental contracts for attorney approval.

Program manager Jan 2006 to Jan 2007

Company Name i¼ City , State

- Managed weight loss center and worked closely with clients face to face
- Provided client support, individualized care, and excellent customer service
- Product ordering, client chart maintenance, inventory,payroll,hiring
- Qualifying clients for credit, providing all legal information,
- Client retention, internal and external conflict resolution.mentor
- Prepared correspondence, accounting and financial documents for analysis.

Relationship Banker II Jan 2004 to Jan 2006

Company Name i¼ City , State

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- .Customer service both internal and external, compliance,
- HR Sales & Marketing Training, SQL, Valuing Diversity Training, conflict resolution, team building Mentoring Training, best practices
- Received several of the highest awards for "Top Performer" and letters of recognition and recommendation
- .Promoted from Relationship Banker I to Relationship Banker II, as well as one of 5 regional bankers in my position assigned to train and mentor new employees at 12 months of employment.
- Was also given a written offer to become regional Merchant Service Representative, as I personally was considered responsible for creating the need for the position, This was offered to me after about 14 months which at the time was unprecedented.
- Initialized a grass root marketing campaign to promote brand recognition, as well as gather more household relationships (i.e, loans, deposits) with no marketing budget with immense success,
- Prepared correspondence, accounting and financial documents for analysis.

Education

High School Diploma , General Studies / Psychology & Business St. Johns River State College i¼ City , State , USA

General Studies / Psychology & Business

Skills

communication skills, excellent customer service, account management, data entry, directing, documentation,project development, computer proficiency,customer satisfaction , inventory, team leadership, marketing plans, market research, marketing,negotiation, networking, organizational skills, product management, profit, retail, sales, business development.SQL, active listener, creative problem solver