

Susan Miller



Small Business Owner

Address	1515 Pacific Ave, Los Angeles, CA 90291, United States	Email	susan@email.com
Place of birth	San Antonio	Nationality	American
Driving license	Full	Links	Website , Visualize.me , LinkedIn

01 PROFILE

Small Business Owner with 10 years' experience in a service environment solely responsible for all marketing communications, branding, PR, advertising, search engine optimization activities. Built client base from 0 to 60 clients, achieving annual gross sales of \$400,000. Average debt-cycle is 60 days and profit to earnings ratio has been at 30% for the last five years. Holds an MBA and various business management certifications.

02 EMPLOYMENT HISTORY

11/2013 – Present

Business Owner at Go-To Life Insurance

Kennebunk

Established email marketing campaigns that generated an average of 30 leads and 12 new customers a month

- Create business plans, arrange financing, hire staff, review sales, develop marketing strategies, oversee daily activities, and identify business opportunities.
- Create customized insurance plans by calculating and quoting rates for immediate coverage action as well as and long-term coverage.
- Obtains underwriting approval by managing the application process between client and insurer.
- Provide administrative services inclusive of direct deposit forms and processing amendments in beneficiary and policy loan applications.

12/2008 – 09/2013

Entrepreneur at VodaCell

Portland

Built client base from 0 to 60 clients, achieving annual gross sales of \$400,000. Average debt-cycle is 60 days and profit to earnings ratio has been at 30% for the last five years

- Ensure that equipment and machinery are adequately maintained and promptly repaired by assigned workers.
- Market products such as wireless, cellular, merchant services, television and more focusing on bottom-line savings and value.
- Utilize customer statements to analyze savings and potential value-added services.
- Promotion via social media platforms to improve brand identity and generate warm leads.

10/2006 – 12/2007

Enterprise Sales Manager at IR Digital Media

Nantucket

Negotiated new service level agreements with suppliers, resulting in an 18% reduction in material expenditure and a saving of \$200k per year.

- Manage web portal e-Commerce business specializing automotive resale for large brand names.
- Act as liaison between distributor and customer.
- Responsible for strategic planning, operations, merchandising, and marketing for the online community.
- Drive customer relations, brand positioning, revenue growth, financial management, driving operational excellence, business development, price negotiations.

03 EDUCATION

2010

Massachusetts Institute of Technology (MIT)

Online

Advanced Certificate in Entrepreneurship

03/2006 – 03/2008

Chicago State University

Chicago, IL

Masters in Business Administration

10/2002 – 11/2005

University of Arizona

Springfield, AR

Bachelor of Communication Science

04 SKILLS

WorkEtc

Zen Payroll

Adios

Booker

Sage Pastel

Zenefits

Oracle

Lotus Notes

VanGuard

Business Planning ● ● ● ● ●

Telecommunications ● ● ● ● ●

Life Insurance ● ● ● ● ●

Marketing Campaigns ● ● ● ● ●

Social Media Management ● ● ● ● ●

Recruitment ● ● ● ● ●

Financial Management ● ● ● ● ●

Labor Relations ● ● ● ● ●

Project Management ● ● ● ● ●

05 COURSES

2013

Financial Management for Non-Financial Managers Training at Boston City College, MA

10/2012 – 03/2013

Diploma in Project Management at The Small Business Academy, New York, NY

06 LANGUAGES

English



German



07 HOBBIES

Woodwork, Gaming, Electronics

08 VOLUNTEERING

09/2013 – Present

Maine BNI

Portland

Part of the management committee at the Business Networking Institution (BNI), organizing weekly meet-ups for small business owners in the area for networking and mentoring purposes.