

SUSAN MILLER

Small Business Owner

INFO

ADDRESS

1515 Pacific Ave, Los Angeles,
CA 90291, United States

EMAIL

susan@email.com

LINKS

[Website](#)

[Visualize.me](#)

[LinkedIn](#)

SKILLS

WorkEtc

Zen Payroll

Adios

Booker

Sage Pastel

Zenefits

Oracle

Lotus Notes

VanGuard

Business Planning

Telecommunications

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.

EMPLOYMENT HISTORY

Business Owner, Go-To Life Insurance

Kennebunk

Nov 2013 - Present

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.

Entrepreneur, VodaCell

Portland

Dec 2008 - Sep 2013

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.

Life Insurance

Marketing Campaigns

Social Media Management

Recruitment

Financial Management

Labor Relations

Project Management

LANGUAGES

English

German

HOBBIES

Woodwork, Gaming,
Electronics

- Utilize customer statements to analyze savings and potential value-added services.
- Promotion via social media platforms to improve brand identity and generate warm leads.

Enterprise Sales Manager, IR Digital Media

Nantucket

Oct 2006 - Dec 2007

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.

EDUCATION

Massachusetts Institute of Technology (MIT), Advanced Certificate in Entrepreneurship

Online

2010

Chicago State University, Masters in Business Administration

Chicago, IL

Mar 2006 - Mar 2008

University of Arizona, Bachelor of Communication Science

Springfield, AR

Oct 2002 - Nov 2005

COURSES

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

2013

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

Oct 2012 - Mar 2013

VOLUNTEERING

Maine BNI

Portland

Sep 2013 - Present

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.