

Susan Miller, Small Business Owner

1515 Pacific Ave, Los Angeles, CA 90291, United States, susan@email.com

Place of birth	San Antonio	Driving license	Full
Nationality	American		

LINKS [Website](#), [Visualize.me](#), [Linkedin](#)

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

Nov 2013 – Present	Business Owner, Go-To Life Insurance	Kennebunk
	<i>Established email marketing campaigns that generated an average of 30 leads and 12 new customers a month</i>	
	<ul style="list-style-type: none">• 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.	
Dec 2008 – Sep 2013	Entrepreneur, VodaCell	Portland
	<i>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</i>	
	<ul style="list-style-type: none">• 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.	
Oct 2006 – Dec 2007	Enterprise Sales Manager, IR Digital Media	Nantucket
	<i>Negotiated new service level agreements with suppliers, resulting in an `18% reduction in material expenditure and a saving of \$200k per year.</i>	
	<ul style="list-style-type: none">• 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

2010	Massachusetts Institute of Technology (MIT), Advanced Certificate in Entrepreneurship	Online
Mar 2006 – Mar 2008	Chicago State University, Masters in Business Administration	Chicago, IL
Oct 2002 – Nov 2005	University of Arizona, Bachelor of Communication Science	Springfield, AR

SKILLS

WorkEtc		Zen Payroll	
Adios		Booker	
Sage Pastel		Zenefits	
Oracle		Lotus Notes	
VanGuard		Business Planning	Expert
Telecommunications	Expert	Life Insurance	Expert
Marketing Campaigns	Expert	Social Media Management	Expert
Recruitment	Expert	Financial Management	Experienced
Labor Relations	Experienced	Project Management	Experienced

COURSES

2013 **Financial Management for Non-Financial Managers**
Training, Boston City College, MA

Oct 2012 – Mar 2013 **Diploma in Project Management, The Small Business**
Academy, New York, NY

LANGUAGES

English	Native speaker	German	Native speaker
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HOBBIES

Woodwork, Gaming, Electronics

VOLUNTEERING

Sep 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.