

# SUSAN MILLER

## Small Business Owner

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

susan@email.com

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Place of birth ..... *San Antonio*      Nationality ..... *American*  
Driving license ..... *Full*

## 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.*

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## EXPERIENCE

❖ **Business Owner, Go-To Life Insurance** ..... Nov 2013 – Present

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

Kennebunk

- 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** ..... 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*

Portland

- 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.

❖ **Enterprise Sales Manager, IR Digital Media** ..... 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.*

Nantucket

- 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)** ..... 2010  
*Advanced Certificate in Entrepreneurship* ..... Online
- ❖ **Chicago State University** ..... Mar 2006 – Mar 2008  
*Masters in Business Administration* ..... Chicago, IL
- ❖ **University of Arizona** ..... Oct 2002 – Nov 2005  
*Bachelor of Communication Science* ..... Springfield, AR

## SKILLS

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

## COURSES

- ❖ **Financial Management for Non-Financial Managers Training** ..... 2013  
*Boston City College, MA*
- ❖ **Diploma in Project Management** ..... Oct 2012 – Mar 2013  
*The Small Business Academy, New York, NY*

## LANGUAGES

English ..... *Native speaker*      German ..... *Native speaker*

## HOBBIES

*Woodwork, Gaming, Electronics*

## VOLUNTEERING

- ❖ **Maine BNI** ..... 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.* ..... Portland