



# Susan Miller, Small Business Owner

LOS ANGELES, CA 90291, UNITED STATES · susan@email.com

## DETAILS

1515 Pacific Ave  
Los Angeles, CA 90291,  
United States

DATE / PLACE OF BIRTH

San Antonio

NATIONALITY

American

DRIVING LICENSE

Full

## LINKS

[Website](#)

[Visualize.me](#)

[LinkedIn](#)

## SKILLS

WorkEtc

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Zen Payroll

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Adios

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Booker

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Sage Pastel

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Zenefits

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Oracle

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Lotus Notes

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VanGuard

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Business Planning

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Telecommunications

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## 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

Nov 2013 – Present, 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.

### Entrepreneur, VodaCell

Dec 2008 – Sep 2013, 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.

### Enterprise Sales Manager, IR Digital Media

Oct 2006 – Dec 2007, 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.

Life Insurance

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Marketing Campaigns

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Social Media  
Management

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Recruitment

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Financial Management

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Labor Relations

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Project Management

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## EDUCATION

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

2010, Online

### **Chicago State University, Masters in Business Administration**

Mar 2006 – Mar 2008, Chicago, IL

### **University of Arizona, Bachelor of Communication Science**

Oct 2002 – Nov 2005, Springfield, AR

## LANGUAGES

English

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German

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## 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

## HOBBIES

Woodwork, Gaming,  
Electronics

## VOLUNTEERING

### **Maine BNI**

Sep 2013 – Present, 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.*