



Susan Miller

Small Business Owner

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

PLACE OF BIRTH San Antonio

DRIVING LICENSE Full

EMAIL susan@email.com

NATIONALITY American

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

Nov 2013 – Present

Kennebunk

Business Owner at Go-To Life Insurance

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.

Dec 2008 – Sep 2013

Portland

Entrepreneur at VodaCell

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.

Oct 2006 – Dec 2007
Nantucket

- 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 at IR Digital Media

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
Online

Massachusetts Institute of Technology (MIT)

Advanced Certificate in Entrepreneurship

Mar 2006 – Mar 2008
Chicago, IL

Chicago State University

Masters in Business Administration

Oct 2002 – Nov 2005
Springfield, AR

University of Arizona

Bachelor of Communication Science

04 SKILLS

WorkEtc

Adios

Sage Past el

Oracle

VanGuard

Telecommunications

Marketing Campaigns

Recruitment

Labor Relations

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Booker

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Lot us Notes

Business Planning

Life Insurance

Social Media Management

Financial Management

Project Management

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05 COURSES

2013

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

Oct 2012 – Mar 2013

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

06 LANGUAGES

English



German



07 HOBBIES

Woodwork, Gaming, Electronics

08 VOLUNTEERING

Sep 2013 – Present

Portland

Maine BNI

*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.*