

Susan Miller

Small Business Owner



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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.

Employment History

Nov 2013 – Present

[KENNEBUNK](#)

Business Owner

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

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.
- 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

NANTUCKET

Enterprise Sales Manager

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.

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

Skills

WorkEtc

Adios

Sage Pastel

Oracle

VanGuard

Telecommunications

Marketing Campaigns

Recruitment

Labor Relations

Zen Payroll

Booker

Zenefits

Lotus Notes

Business Planning

Life Insurance

Social Media Management

Financial Management

Project Management



Courses

2013

BOSTON CITY COLLEGE, MA

Financial Management for Non-Financial Managers Training

Oct 2012 – Mar 2013

Diploma in Project Management

THE SMALL BUSINESS ACADEMY, NEW
YORK, NY

Languages

English



German



Hobbies

Woodwork, Gaming, Electronics

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.