



Susan Miller

Small Business Owner

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 at Go-To Life Insurance, Kennebunk

November 2013 – Present

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 at VodaCell, Portland

December 2008 – September 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

- 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 at IR Digital Media, Nantucket

October 2006 – December 2007

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.

Details

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

Place of birth
San Antonio

Nationality
American

Driving license
Full

Links

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

Skills

WorkEtc

Zen Payroll

Adios

Booker

Sage Pastel

Zenefits

Oracle

Lotus Notes

VanGuard

Business Planning

Telecommunications

Life Insurance

Marketing Campaigns

Social Media Management

Recruitment

Financial Management

- 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.

Labor Relations

Project Management

Languages

English

German

Hobbies

Woodwork, Gaming, Electronics

Education

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

2010

Masters in Business Administration, Chicago State University, Chicago, IL

March 2006 – March 2008

Bachelor of Communication Science, University of Arizona, Springfield, AR

October 2002 – November 2005

Courses

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

2013

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

October 2012 – March 2013

Volunteering

Maine BNI

September 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.