



# Olivia Miller

SMALL BUSINESS OWNER

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## Details

Driving license

Full

Nationality

American

Place of birth

San Antonio

## 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.

## Links

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

## Employment History

### Business Owner, Go-To Life Insurance, Kennebunk

November 2016 — 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, VodaCell, Portland

December 2011 — September 2016

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, Nantucket**

October 2009 — December 2010

*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**

### **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

## **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

Labor Relations

Project Management

## **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

## Languages

English



German



## Hobbies

Woodwork, Gaming, Electronics

## Volunteering

### **Maine BNI, Portland**

September 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.*