

Jennifer Smith

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Marketing and Management Profile**Marketing Management/Product Management/Brand Awareness & Building/Team Building/Leadership/Luxury Automotive & Luxury Market Knowledge/Media Planning/Budget Planning/Dealer Relations/Event Planning**

Highly accomplished marketing/management professional with 15 years of experience primarily in automotive industry building record of results generating marketing campaigns, event marketing, strategies and solutions for brand building and awareness and sales lead generation. Well versed in automotive product and marketing life cycles, negotiating media and event planning, strategic planning, strong analytical skills, very strong oral and written communication skills, looking forward toward results and solutions. Experience in managing all aspects of business.

PROFESSIONAL EXPERIENCE**3/2007-Present General Cars North America****Area Marketing Manager****Regional Service Manager**

Responsibility for all marketing activities in the northeast covering 12 states, 61 dealers, and 2 Tier 1 agency representatives

Planned & executed greater than 15 large scale events including driving events, worked directly with Tier 1 agency to form media plans for dealer groups

Generated hundreds of sales leads and ~35 vehicle sales to date in area

Motivated dealers to utilize 100% of co-op funds, including diversification into after sales and CPO sales

4/2001 - 3/2007 ABC Motors of America**Dealer Marketing Specialist****Product Manager****Regional Aftersales Manager****Fixed Operations Manager**

Spearheaded project to launch Marketing Operations Center for all US dealers

Re-structured vehicle line with less option complexity creating packages resulting in lower days supply

Installed action plans with poor performing, high impact dealers; within six months, all had shown dramatic improvements

Proven ability to consult with and improve performance of dealers and staff; asked to consult outside of immediate area on several occasions

11/2000-4/2001 Freedom Nissan

Service Manager

Increased shop productivity and counter sales by marketing services actively, strategic incentives for technicians & advisors

Productivity increase by 30%, generated ~\$10,000 per month additional

Hired and trained an additional service consultant

7/2000-11/2000 Bristol Dodge

Business Manager/New Vehicle Sales Consultant

Successfully sold vehicles to 97% of potential clients

Due to success on showroom floor, rapid promotion to finance and insurance sales management

1997-2000 DaimlerChrysler Motors Corp.

Service District Manager

Senior Customer Relations Consultant

Decreased warranty costs in area to lowest in Zone from nearly highest in Zone

Achieved "role model" status several times

Completed extensive training in management and technical knowledge

1996-1997 The Financial Group LTD.

Office Manager

Successfully managed office of five agents including all accounting

1993-1996 Economy Rent A Car

Assistant Branch Rental Manager

Created a marketing plan that generated over 30 new business accounts

Successfully completed management training program

Assisted with management of most profitable branch in area

EDUCATION

MBA, Marketing, 2003

University of Rhode Island, Kingston, RI

Bachelor of Arts

Providence College, Providence, RI

References available upon request