

Leila Denmark

Work History

Sid McNairy & Art of Peaceful Living - BRAND MANAGER

09/2023 - Current

- Manage brand positioning, messaging, and visual identity.
- Coordinate comprehensive marketing initiatives and campaigns
- Develop engaging speaker series and workshop programs.
- Proficiently manage bookings for various events and engagements
- Audit training workshops, assess training materials, and evaluate participant engagement

Denmark Business Solutions - CONSULTANT

08/2023 - Current

- Create impactful improvement plans in accordance with specified goals and objectives
- Streamline end-to-end order and inventory processes
- Provide support in accounts payable, ensuring accurate and timely management of financial obligations.
- Facilitate onboarding process for new employees and customers
- Develop comprehensive employee and operations manuals tailored to specific business needs

Jax Surf and Paddle - GENERAL MANAGER

01/2019 - 08/2023

- Orchestrated overall operations, including ordering, inventory, and accounts payable.
- Established company training protocols and managed recreational services, including surf camp.
- Transitioned to new e-commerce platform and organized events.
- Consistently achieved top sales performance year over year.
- Innovatively implemented processes to ensure company success, especially during pandemic.
- Maintained key relationships as main point of contact for owners, customers, community leaders, 100+ vendor brands, 100+ peak season staff, and local resort as their outdoor recreational partner.

CRC Insurance Services - COMMERCIAL PROPERTY INSURANCE BROKER

10/2011 - 10/2018

- Devised inventive structures for client property insurance, optimizing coverage economically.
- Successfully attracted new clients and wrote \$1M policy premium within first year of promotion.
- Cultivated strong relationships with carriers to secure effective coverage for clients.
- Played key role in managing and training team of 8 professionals.
- Spearheaded transition of team to paperless system, enhancing operational efficiency through streamlined procedures.

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☎ 904-595-6526

Professional Summary

Experienced and enthusiastic Consultant with track record of success across wide range of industries. Possesses exceptional interpersonal, problem-solving and analytical skills to provide advice and expertise to client organizations improving business performance. Experienced in all aspects of operations, strategy and finance.

Skills

- Cultural Awareness
- Customer Relationship Management
- Software Troubleshooting
- Client Rapport-Building
- Social Media Marketing
- E-commerce Platform Proficiency
- Microsoft Office & Google Docs
- Logistics & Planning
- Networking
- Conversational Spanish

Websites, Portfolios, Profiles

- leiladenmark.com
- linkedin.com/in/leila-denmark-b6676914

Education

05/2009

University of Georgia
BA Political Science

05/2009

University of Georgia
BBA Risk Management & Insurance