

## Professional Summary

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Boasting 17 years of experience in the retail automotive industry, I have garnered invaluable insights from collaborating with both large corporate-owned franchise dealers and independently owned used car dealerships. As a passionate and dedicated car business enthusiast, with expertise that spans various roles inside a dealership, encompassing sales management, pre-owned acquisitions, and sub-prime finance. Possessing the adaptability to seamlessly assume any position within a dealership and excel, while also excelling in training others to achieve their best performance.

## Skills

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- Sales Training
- Fixed Operations (Service)
- Admin (Titling, Accounting)
- CRMS (ELeads, R&R, CyclCRM)
- BHPH / LPHH Experience
- VAuto (Provisions, Stockwave)
- Google Analytics
- Advertising (Facebook, Google)
- Adobe (Photoshop, Illustrator, InDesign)
- Finance and Insurance (F&I)
- Collections
- CAPS (Credit Acceptance)

## Work History

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### General Sales Manager

09/2023 - Current

#### Cannon Chevrolet Nissan – Laurel, MS

- Structured and executed retail deals with meticulous attention to detail, focusing on maximizing gross profit margins.
- Utilized data analytics and performance metrics to evaluate inventory turnover rates and make data-driven decisions to optimize stock levels (60-day supply) and minimize carrying costs.
- Recruited, trained, and mentored a high-performing team of sales professionals, fostering our culture of excellence and accountability.
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### Regional Manager

11/2019 - 09/2023

#### Southeast Autoplex Group – Laurel, MS

- Launched over 3 new locations through effective management of property acquisitions and construction and financial planning
- Developed and trained upper management on sales processes with heavy emphasis on sub-prime finance which resulted in increased profits of 322% in year 1
- Developed brand expansion initiatives across sales, marketing, and advertising campaigns

### Used Car Sales Manager

03/2017 - 11/2019

#### Gray Daniels Nissan Brandon – Brandon, MS

- Managed used vehicle wholesales and auction acquisitions and monitored and adjusted inventory to optimize customer options
- Maintained optimal inventory levels, meeting 30-day supply guidelines, by leveraging VAuto and Stockwave on a daily basis to make data-driven decisions
- Held one-on-one meetings with sales team members to identify selling hurdles and offered insight