

Jacqueline Giammara

All Things Management: People | Project | Process | Account

Enthusiastic and dedicated client solution seeker.

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EXPERIENCE

Senior Dealer Success Consultant Cox Automotive

2017 - Present

Responsible for third-party digital marketing, website, CRM and inventory management of 35 Tier 3 Automotive groups

Achievements/Tasks

- Consistently integrate innovative technology into client portfolio: search relevance, digital retailing, ride sharing, market extension, social media marketing, re-marketing, reputation management
- Help dealer principals utilize inventory and CRM tools to increase margins and improve procurement, scarcity, pricing, management, sales and marketing strategy

Local Advertising Manager WPTA-TV (ABC)

2017

Responsible for managing logistics of a \$6M sales group

Achievements/Tasks

- Led team to growth of new local direct accounts by \$346K in ten months; 17% of total annual billing
- Streamlined accounts receivable; team secured \$800K in past-due revenue in five months

National Account Executive, Digital Specialist Cox Media Group, Gamut

2010 - 2016

Brokered \$3M in national ad campaigns, including Tier 1 Automotive

Achievements/Tasks

- Communicated relevant data about market activity, including Nielsen book reviews, in support of field personnel

Assistant Key Manager Dunham's Athleisure Corporation

2009 - 2011

Managed team of eight associates; analyzed merchandise patterns and inventory logistics

Team Trainer Target Corporation

2003 - 2009

Initiated process improvement projects to increase efficiency and conversion; responsible for flow team logistics

ACCOLADES

Gartner Top 25 North American Supply Chain Graduate University Programs

SKILLS

Salesforce

Digital

Mobile

Content & Creative

Merchandising

Inventory Management

SEO

SEM

Websites

CRM

Third-Party

Streaming

Mentoring

Advertising

Automotive

Marketing

Procurement

Management

Negotiating

R & D

Six Sigma

Continuous Improvement

Logistics

KEY CLIENTELE

Ford

FCA

General Motors

5 Hour Energy

BMW

Parkview Health

McDonald's

Subaru

Nike

Under Armour

EDUCATION

M.B.A. Management | Supply Chain Wayne State University

2017

Detroit, MI. | GPA: 3.7

B.S. Journalism | Marketing Bowling Green State University

2009

Bowling Green, OH | GPA: 3.8

TRAINING

Kantola Training Solutions, Motivating Employees (2017)

Italy and the Auto Industry, Study Abroad Program (2016)

Digital Media Training Inc., Multimedia Skills (2013)

ORGANIZATIONS

Global Supply Chain Management Association

Women With Drive

Junior Achievement