



# BRANDON SYMONS

GENERAL MANAGER/GENERAL SALES MANAGER

## OBJECTIVE

To join an organization where I can continue to grow both professionally and personally, as well as the opportunity to utilize my seventeen plus years of progressive growth to build a great dealership for consumers and employees.

## SKILLS & ABILITIES

- Above average experience with Google Ad Words, Facebook, Instagram and Youtube Advertising, google analytics
- Ability to create online advertising campaigns at a fraction of the cost of traditional advertising
- Analytical thinker, Effective Communicator,
- Organized, Process Orientated Leader
- Results Driven
- Ability to work with all personalities to bring out the best in the team
- Experience and strong understanding in all departments in the dealership.

## CONTACT

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## EDUCATION

### Georgian College, Automotive Marketing

2001 -2003

### Georgian College

January 2017 – January 2018

Automotive Dealership Management Program

Courses Covered

- Dealership Management
- Dealership Financial Management
- Customer Experience
- Parts and Accessories Management
- Service Management
- New and Used Sales Management
- Growth and Opportunity Capstone

### Social Media Courses

Google Digital Garage Certified now with the following courses.

- Online Opportunity
- Your first Steps in Online Success
- Build your web Presence
- Plan your online strategy
- Get started with search
- Get discovered with search
- Make search work for you
- Be noticed with search ads
- Improve your search campaigns
- Get noticed locally
- Help people nearby find you
- Get noticed with social media
- Deep dive into social media
- Discover the possibilities with mobile
- Make mobile work for you
- Get started with content marketing
- Connect through email
- Advertise on other websites
- Deep dive into digital advertising
- Make the most of video
- Get started with Analytics
- Find Success with analytics
- Turn data into insights
- Build your online shop
- Sell more online
- google beginner analytics.

Many courses on social media and digital advertising. Have spent quite a bit of time researching and learning about the next big thing we can do in automotive.

## EXPERIENCE

### Burlington Hyundai

August 2020 - Present

- Changed sales and F & I process to achieve highest gross dealership has achieved in previous years.
- Switched sales department from commission to a salary based, volume, CSI based pay plan resulting in less turnover, more referral and repeat business.
- Increased CSI/KPI/Google Reviews due to process changes
- Increased Lease Penetration
- Increased Used Vehicles Sales CPO Sales (Highest Over Target for Hyundai in Ontario)
- Established Used Car Department while reducing aged inventory and establishing highest used car gross for dealership in history
- Reduced dealership advertising cost by switching advertising to online (Youtube, facebook etc)
- Negotiated/Changed Website provider, ad word providers and photographers
- Successfully sold over 90 preregistered vehicles that were instock 800 + days by utilizing CPO



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- Successfully sold over 90 preregistered vehicles that were instock 800 + days by utilizing CPO
- Introduction of Deal Base to work service drive which has resulted in increased repeat buyers and higher gross
- Continually achieved Hyundai/Internal target as well as CORE payouts
- Reduced staff turnover.

### **Maple Hyundai (Zanchin Automotive Group)**

January 2015 - August 2020

- Created processes for entire dealership which resulted in being a Signature Certified Dealership (100% ranking by JD Power for sales)
- 2019 Ranked #3 In Ontario for Lease Penetration out of 88 dealers
- 2019 Ranked # 12 In Canada for Lease Penetration out of 219 dealers
- 2020 Ranked #1 in Ontario for Lease Penetration out of 88 dealers
- 2020 Ranked #4 in Canada for Lease Penetration out of 219 dealers
- Increased C.S.I and Google Reviews
- Increased Sales Year over Year by an average of 6.9% per year over 5 years
- 14.8% increase in sales 2019
- Low Employee Turn Over
- New Car Average of \$1950 per car
- Created and Implemented all advertising for dealership
- Facebook, Instagram, Youtube Advertising. Planned, directed implemented. Youtube direct ethnic advertising with high conversion
- Expense Control/negotiating with vendors
- Average Day new cars in stock 54 days
- Lowest MOS vehicles (1.89 months) in Ontario
- Average Days in stock used vehicles 35 days
- Worked closely with service and parts to grow departments
- Daily meetings with service and parts departments to review Special Order Parts, outstanding warranty, daily and weekly appointments, review with managers each advisors per r.o amount, talk about any issues
- Eliminated the use of wholesalers and increased wholesale profit
- Have surpassed each year Hyundai Canadas Year over Year increase/decrease.
- Created all targets and forecasts for the dealership
- Daily sit down with sales managers to ensure all guests are followed up with

### **Thornhill and Richmond Hill Hyundai (Phaeton Automotive Group)**

September 2014 – December 2015

- Worked between both locations to fix issues with both stores
- Created Processes for dealership.
- Hired Staff
- Looked after front end of dealership until the new General Manager came on board

### **Downtown Hyundai (Downtown Automotive Group)**

October 2013 September 2014

- Created Processes for dealership (sales and service)
- Increased C.S.I
- Recruited and trained new salesstaff as well as assisted in helping attract and hire service staff
- Maintained same sales as previous year while most GTA Hyundai dealerships were experiencing a decrease in sales
- Reduced Aged Inventory including 1X vehicles



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- Worked directly with advertising agency on social media and online advertising
- Daily meetings with sales team to review ups, closing ratios etc

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## **Stouffville Hyundai (Zanchin Automotive Group)**

June 2011 – October 2013

- 2012 and 2013 Presidents Award of Merit (Awarded to top dealers in the country)
- Responsible for all aspects of the sales department, new, used, wholesale and f and i
- Created and implemented all sales process
- Created new financial services process which increased gross
- Created all forecasting for the sales department
- Exceeded Hyundai Canadas and Zanchin group expectations.
- One of the highest c.s.i scores in the country
- High Average for new and used cars
- Many community rewards for dealership and sales consultants.