

# My Name, Founder

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## PROFILE

As a highly capable, risk taking and self-starting professional, I started an independent automotive repair facility out of university in Markham, ON. Initially I only had a team of one and expanded to a team of five as the years went on. Initial capital investment was \$200,000 and lead to a successful business for six years before being acquired for a profit by a competitor for the price of \$400,000 which included all facility renovations, existing staff, equipment and customer base. I am now looking to expand my skills and knowledge as a business professional and hoping to contribute to your team.

## SKILLS

Microsoft Office (Word, Excel, PowerPoint, Outlook) – WordPress Web Design - Salesforce Administrator – Computer Hardware Development – QuickBooks Pro - Shop Boss Pro - Adobe Dreamweaver - Song Vegas Pro - Social Media Marketing - Google Analytics – Automotive Service Technician – Business Development – Webpage Development

## EDUCATION

**Bachelor of Arts in Criminology – Carleton University, Ottawa.**

**2008-2012**

## RESULTS

**MY OLD COMPANY NAME., MARKHAM (BUSINESS WAS ACQUIRED) - FOUNDER**

**2013 – 2019**

### OPERATIONS

- Provided leadership and management for day-to-day operation of a 2,500 Sq. Ft. Facility by training staff and oversaw the maintenance and operation of three service bays, office area, customer waiting room, storage facilities and washrooms.
- Managed array of assets, including customer shuttle (BMW X5), internal shop equipment (vehicle three rotary lifts, tire machines, compressors, fixtures, lighting, vehicle diagnostic systems, AC refill machines), and all tools.
- Improved sales and efficiencies through annual, monthly, and bi-weekly meetings on goals and targets with staff to gain feedback on ways to improve business operations, retain customers, and increase efficiencies.
- Managed and resolved contractual and commercial issues and disputes relating to property lease, waste disposal, utilities, shop facilities construction, equipment, and maintenance.
- Scheduled workloads to meet and exceed priorities and targets by accurately quoting required work and using guides to gauge estimated timeframes.
- Achieved all performance related targets by determining goals based on projected monthly expenses and adjusting.

### PURCHASING

- Issuing parts orders and fulfilling inventory requirements for the operation of the facility.
- Worked with local vendors and suppliers as well as US vendors to facilitate inventory.
- Signed purchasing contracts with vendors which enabled 10 deliveries a day leading to increased turnaround of customer vehicles.
- Trained front office staff to utilize purchasing programs from vendors and suppliers and to cross-shop vendors to maximize profits.

- Forecasting price trends and their impact on the business such as ordering large quantities of oil and a negotiated price, prior to oil change season.

### **SALES**

- Implemented process to make sure all customer vehicles were required to be inspected which led to one in two invoices had upsold items.
- Utilized proprietary industry tools to see past service history of a vehicle and condition and made recommendations on services which lead to 25% in increased revenue.
- Enabled service technicians to recommend services to customers which gave customers a technical overview of the condition of the vehicle and increased technician sales 100%.
- Implemented a digital process where customers were able to see pictures and invoices online and approve workorders remotely without having to be in the shop, this led to 50% in increased revenue due to customers being able to see an issue vs. being told that an issue existed.
- Monthly average sales of services were \$30,000 with a gross profit margin of 50-60%. Or \$360,000 annual sales and \$144,000 in gross profit per year.

### **CUSTOMER SERVICE**

- Focused on developing programs that delivered efficiencies and played a leading role in mobilization, development, and implementation of customer service programs such as providing rental vehicles, customer pick up/drop off services and key drop services, this increased customer satisfaction by nearly 50% prior to implementation of these programs.
- Increased budgetary spending to \$1,000 per month on customer service programs which included complimentary drinks and snacks for waiting customers and shuttle vehicle services for nearby local customers, this led to positive mentions on review aggregate websites and new customer retention.
- Implemented programs to update customers every day if vehicle was not finished and making sure to answer phones within a few rings by setting up multiple stations and lines within the facility.

### **MARKETING**

- Implemented several key marketing strategies using sponsorships (investment of \$3,000 annual), including using online forums and Facebook groups relevant to auto manufacturers specializing in BMW, Audi, and MB to engage and answers questions leading to 30% increased new customer acquisition.
- Prevented loss of income by developing auto-remind system to ensure customers were aware of their appointments. This cut down no-shows by 80% and significantly improved appointment management and increase of cashflow.
- Devised a method for customers to self-schedule through an online appointment tool integrated with Google Calendars. This increased staffing efficiency by reducing the need to answer and book calls and streamlined routine maintenance.
- Conducted SEO and web site performance analysis and determined that utilizing Kijiji helped with organic searches by boosting sales in specialty services by 50%.
- Leveraged younger customer communication habits and use of social media to offer feedback on service recommendations to facilitate higher degree of interest and subsequent business.
- Maintained and responded to positive and negative reviews across review aggregate sites such as Google, Facebook and Yelp.

### **HUMAN RESOURCES**

- Hired and managed five staff, including administrative, consultant, and technicians.
- Invested in competent and long-term staff by sending them to training programs focused on their duties.
- Supported health and safety programs by ensuring best practices were followed and adhered to Ontario Health and Safety Act, WHMIS, and relevant procedures.
- Retained one long term employee from 2013 till the business was acquired in 2019.