

## BANK BRANCH MANAGER

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### QUALIFICATIONS PROFILE

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Results-driven and seasoned professional with extensive experience and strong financial acumen within the banking industry. Demonstrated mastery in leading and developing innovative strategies that increase sales and expand existing customer base, improve brand/product evolution, and enhance department's efficiency. Well-recognized for proven track record of high closing percentages and success in start-up, change, revitalization, turnaround, and accelerated sales growth. Adept at developing effective methodologies, frameworks and solutions to improve productivity and bottom-line using strong analytical, critical, and problem-solving abilities.

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### CORE COMPETENCIES

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Branch Management | Sales Growth and Profit Building | New Business Development | Investment Sales  
Consumer and Small Business Loan Origination | Account Management | Banking Products and Services

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### PROFESSIONAL EXPERIENCE

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#### ABC BANK, VIRGINIA BEACH, VA

##### Vice President for Development

2011–2013

- Provided expert oversight in all aspects of four retail branches, the Human Resource and Training departments, including annual budget development, sales goals tracking, incentive program adjustments, and monthly income and expenses monitoring.
- Executed short- and long-term tactical plans with composite sales strategies in line with corporate strategic marketing and sales initiatives in collaboration with key members of every department.
- Facilitated the conversion of the charter from a federal credit union to a federal savings bank by establishing a sales environment and redesigning deposit and loan products to be in line with the banking industry, leading to conduct of staff training, improvements of the computer system, and marketing of collaterals and consumer handouts.

##### *Accomplishments:*

- ✓ Achieved peak productivity and maximized production for retail branches and call center sales employees by designing and personally executing an extensive eight-week training program in all areas of sales and operations along with the development of an incentive plan to reinforce the sales training.
- ✓ Secured nearly \$100K in annual bank savings through careful analysis of the retail branch staffing against customer traffic and sales and recommending the reduction of branch staffing model by 6.25%.

#### DEFG BANK, VIRGINIA BEACH, VA

##### Investment Consultant

2010–2011

- Generated cross-sell opportunities and expanded customer base in collaboration with branch employees and frequent interaction with customers.
- Developed database for marketing campaigns that targeted investment products and services based on life cycle needs.

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### EARLIER CAREER

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#### FIRST HIJK BANK, VIRGINIA BEACH, VA

##### Regional Sales Manager

#### PQRS BUSINESS PLANNING, VIRGINIA BEACH, VA

##### Freelance Business Consultant

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### EDUCATION

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BACHELOR OF SCIENCE IN RECREATION MANAGEMENT  
TUV University, Norfolk, VA