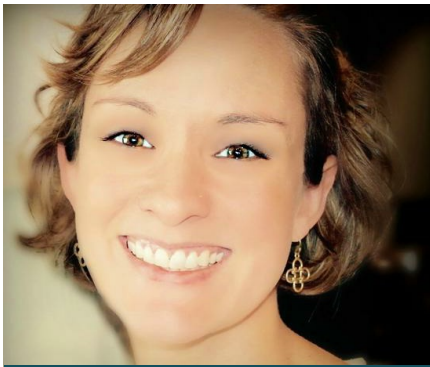


CHERYL HUNT

Experienced Marketing & Sales Professional



Greater Nashville Area, TN

615-584-3742

cherylalan@gmail.com

LinkedIn.com/in/CherylFayeHunt

FAVORITE QUOTE

"Whether you think you can, or think you can't ... you're right."

~ Henry Ford

ACHIEVEMENTS

Carr, Riggs & Ingram

2014 Top 20 Small Business Accounting Blogs - Fit Small Business

2014 Marketing Achievement Award: Business Development/Sales Proposals - Sales Presentations - Association for Accounting Marketing

2013 Marketing Achievement Award: Media Relations - Technical Published and Feature Articles - Association for Accounting Marketing

2013 Marketing Achievement Award: Business Development/Lead Generation - Winning Proposals - Association for Accounting Marketing

Holly Williams State Farm

Top 100 New Agents Program Qualifier

Eagle Club (Top 3 % of all agents in region)

Chairman's Circle (Top 5% of all State Farm Agents Company Wide)

SUMMARY

Enthusiastic, highly motivated, energetic, and creative professional with comprehensive experience in marketing and sales. Proven ability to create and execute high impact custom marketing plans, develop sales dashboards, insights, and strategies, and manage a team of marketing professionals.

SKILLS



Process Development

Maintained multiple in-depth project plans including detailed Excel workbooks, continually updated task lists, contact lists, deadlines, and budgets.



Vendor Relations

Manage a number of vendor relationships from graphic designers, printers, and content writers. Also manage relationships with many professional organizations and niche industry associations across the Southeast.



Budgeting

Help develop, implement, and review marketing budgets totaling approximately \$2 Million each fiscal year.



Presenter/Speaker

Develop and present monthly marketing and sales training to 1,250+ professionals firm wide. Presented at a national convention on the development and importance of internal sales & marketing trainings. Led numerous trainings both internally and externally.



Customer Service

Responsible for working closely with many groups across the firm to ensure a positive customer experience with a maximization of Partner time and consideration of budget.



Merger Integration

Managed merger integration with more than 20+ firm mergers and 4 additional business divisions or portfolio groups to-date. Handled merger logistics across a number of categories such as: website transition, client announcement notification, and PR.



Marketing & Sales Strategy

Assist with development of marketing plans for niche industries, local practice units, as well as a Corporate marketing plan. Previously, developed sales plans to meet and exceed annual goals set by Corporate, including organizational charts, sales goals, action plans, timelines, as well as SWOT analysis (strengths, weaknesses, opportunities, and threats), resulting in action plans that drove activities across the agency.



Trade Show/Event Planning

Event planning for local lunch and learns, internal firm trainings, trade shows, and conferences. Researched and utilized multiple events apps, developed presentations, managed registrations, collateral, booked speakers, and managed event budgets.

REFERENCES

Available Upon Request



Digital Marketing - Website Development

Member of the website development team. Familiar with SEO keywording, Google Analytics, and Pay Per Click advertising. Helped to develop and implement content marketing strategy that improved SEO website traffic by 120% in first year. Utilize email campaigns for monthly & quarterly newsletters, drive engagement in firm events/offerings and promote content downloads.



Customer Relationship Management (CRM)

Utilized multiple CRMs during career at different companies and organizations. Familiar with setting up automation solutions, trigger campaigns, and have proficient knowledge of CRM principles and techniques. Familiar with Hubspot and other marketing automation software.



Sales Leadership

Fostered team selling with a focus on customer triggers and training first line customer service agents to identify specific triggers and then either transfer the lead or follow a script to uncover potential cross-sell and upsell opportunities.



Content Marketing

Write and edit content for firm website, newsletter articles, 3rd party association blog, firm blog, print and digital advertisements, and corporate sales collateral. Worked with marketing, service line team, and outside vendors to develop new content, as well as a firm-wide proposal solution.

WORK EXPERIENCE

2015 - Present

Marketing Manager

Carr, Riggs & Ingram (CRI)

Assist the Director of Marketing with the development of firm marketing plans. Manage a team of Marketing Coordinators and oversee implementation of the firm marketing plans, including industry, service, and local office plans.

2012 - 2015

Marketing Specialist

Carr, Riggs & Ingram (CRI)

Responsible for executing specific aspects of the annual marketing plan for industry, service, and SPU plans. Work closely with the Director of Marketing to complete marketing initiatives, developing editorial calendars, and edit content for a variety of mediums.

2007 - 2011

Financial Services Representative

Holly Williams State Farm

Responsible for the day-to-day management of agency sales team and office. I met and exceeded production goals each month, quarter, and year. Worked with team to reach new agent goals: Top 100 New Agents in first year, Eagle Club (Top 3 % of all agents in region), Chairman's Circle (Top 5% of all State Farm Agents Company Wide), and Travel reached each year.

2004 - 2007

Sales Representative & Office Manager

Compass Companies

Responsible for providing office management services including maintaining office services and efficiency, as well as supervising office staff. Secured orders from customers by means of personally visiting the account or via telephone. Provided price quotes to all new and existing accounts as needed and conducted cold calls on a regular basis.

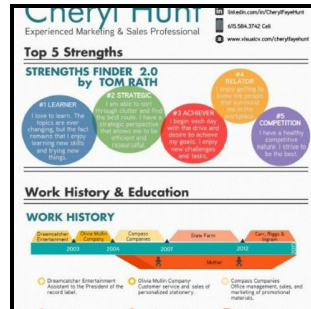
EDUCATION

2000 - 2003 Bachelors of Science

Middle Tennessee State University

Graduated in three years with a Bachelor of Science degree. Majored in Music Business with minors in Mass Communication and Marketing.

INFOGRAPHIC RESUME



Cheryl Hunt Infographic Resu..