

Monica Phelps

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CAREER OBJECTIVE

Accomplished marketing professional seeking to leverage administrative, client relations, and management experience to establish a career in Sales.

SUMMARY OF QUALIFICATIONS

- Highly skilled in developing excellent relationships with key decision-makers and business partners to support overall sales and marketing objectives.
- Flexible and energetic; skilled in multitasking to accomplish overall goals.
- Computer skills include: MS Word, Excel, PowerPoint, Internet, and customized software applications.

PROFESSIONAL EXPERIENCE

Communicating Arts Credit Union, Detroit, MI Training & Development Manager 2010-present

- Created, managed and implemented process and procedures for adherence to Federal Regulation E. This project included the execution of a marketing campaign that reached our entire membership.
- Converted all users from “Cube Classic” Operating System to “Cube Encore” Operating System
- Develop the use of alternative learning methods in practice such as coaching, e learning, clinical supervisor, shadowing to support the workforce development benchmark.
- Introduce quality control mechanisms within training that increased effectiveness.
- Identified, created, and implement a suitable database that ensures accurate record and report functionality.
- Develop and deliver appropriate marketing and communications to encourage effective use of the systems
- Develop and provide quarterly reporting on training and development metrics.

Budco, Highland Park, MI Account Representative 2006-2009

- Repaired strain relationship that resulted in a 20% increase in services purchased
- Beat competition for new client by re-engineering existing systems and promoting nontraditional products
- Implemented Fitness Training Program to assist in the reduction of company healthcare cost
- Created and implemented direct mail creation process that resulted in a 35% cost savings
- Selected for Management Trainee Rotation

Seco-Carboly, Warren, MI Marketing Specialist 2003-2006

- Created and implemented direct mail creation process that resulted in a 50% cost savings
- Direct the planning, development, implementation of major sales meetings and distributor conferences
- Managed Marketing Communication budget of 2 million dollars
- Managed trade shows organization ranging from 50,000 – 1.2 million dollars
- Created and maintained an intranet website for use by authorized distributors
- Analyzed marketing inquiry generation reporting, and sales lead fulfillment received from trade shows, sales meetings, and promotion/mail campaigns

R.B.I Event Management, Detroit, MI Event Manager 1999-2003

- Managed and trained a staff of 40
- Built and maintained loyal relationships with key sponsor to ensure continuous support.
- Raised 250K in Donations for 4th Qtr FY 02
- Exceeded Sales Quota by 110K in 3rd Qtr FY 01
- Grossed total of 3 Million USD in Revenues in 4 yrs
- Recruited Fortune 100 Companies to Sponsor Events
- Implemented New Hire Mentoring Program
- Coordinated the production and execution of all direct mail campaigns and promotions

EDUCATION

Master of Business Administration, Strategic Management, Davenport University, Warren, MI
Bachelor of Business Administration, Business Management, Davenport University, Dearborn, MI

MONICA PHELPS, MBA

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FORWARD-THINKING CEO

Proactive team leader with superior management skills sets objectives, establishes priorities, and conducts annual performance appraisals. Member relations-focused manager trained for branch operations, lending, collections, sales, business development, and compliance. Self-reliant and results-oriented team builder who displays exceptional written, oral, interpersonal, and presentation skills to interface with senior management seeks a senior-level opportunity.

PROFESSIONAL HIGHLIGHTS

CREDIT UNION LEADERSHIP PROFICIENCIES

- Recruited as 1 of 15 leaders for elite 6-month fellowship program bringing fresh perspectives into credit industry.
- Adhered to workforce development benchmarks instilling the absolute practice of alternative learning methods encompassing coaching, e-learning, clinical supervisor, and shadowing.
- Defined evaluation approach measuring training program effectiveness, following up with learners for feedback.
- Gained statewide respect by constructing standardized internship program increasing qualified applicant numbers.
- Employed training program for current/new employees resulting in 10% new membership growth in 10-months.
- Identify necessity and proactively created “Employee Error Log” matrix resulting in 65% loan error decrease.
- Remain abreast of credit industry rules and regulations ensuring that new information is quickly relayed to staff.

STRATEGIC PLANNING EXPERTISE

- Monitored complete process and procedures of Federal Regulation E adherence including execution of a marketing campaign reaching entire membership of over 10,000 clients.
- Initiated conversion of manual to electronic documents decreasing processing time, saving \$10K in spending cost.
- Operatively contributed to \$2.2M risk reduction by creating “Loan Error” database for Lending Department.
- Employed “Payment Arrangement Calculator” for Collections Dpt. producing delinquent account arrangements.
- Beat competition for new clients by re-engineering existing systems and promoting non-traditional products.
- Grossed total of \$3M in revenue within a 4-year timeframe, increasing sales experience and recognition.
- Recognized need and solely took action forming database focused on accurate records and report functionality.
- Actively maintain sound plan of operation and administer policies to insure adequate management development.

COMMUNICATION SKILLS

- Conducted national and international presentations focused on the correlation of staff development and retention.
- Effectively, diligently, and patiently repaired strained relationship resulting in 20% services purchased increase.
- Coordinated production and execution of all direct mail campaigns and promotions for 500+ clients.
- Developed and maintained a user-friendly, professional intranet website for use by authorized distributors.
- Recruited Fortune 100 Companies to sponsor events raising \$250k in donations for 4th quarter 2002 fiscal year.
- Exercise open-door policy to develop and mentor teams successfully enhancing external regulatory relationships.
- Solidify management control and direction of credit union by directing development and procedure installations.
- Possess technical proficiency in operating multiline phone systems, copiers, printers, scanners, fax machines, computers, and software including *Microsoft Office (Word, Excel, Outlook and PowerPoint)*.

CREDIT UNION EXPERIENCE

Interim President/CEO (2015 – Present), Credit Union of Atlanta, Atlanta, GA 2013 – Present

- Direct total credit union operations including planning, recommending, and implementing programs and policies.
- Regularly manage security and safety responsibly analyzing security and safety polices alerting staff of changes.
- Diligently work closely with the Board of Directors and Committees on all aspects of the credit union operations.
- Recruit and select quality applicants for management vacancies amply sustaining team of competent employees.
- Recurrently analyze expense to income ratios ensuring union performs basic functions and meets obligations.
- Conduct development activities promoting membership growth for low-cost loans and fair dividend returns.
- Evaluate job performance of credit union management expecting quality service to members on constant basis.

AVP of Business Development & Marketing (2013 – 2014)

- Preserved net worth of credit union by directing internal operations to achieve pre-established budgeted results.
- Maintained sound plan of organization providing direction to capable management for functions/business units.
- Prepared short-term/long-term plans and budgets based on organizational goals of objectives within credit union.
- Established operating policies consistent with Board of Directors' policies and objectives guaranteeing execution.
- Attentively researched marketing needs and analyze marketing trends, positioning credit union competitively.
- Consistently provided oversight, direction, helpful evaluations, and management to subordinates and vendors.
- Tracked and evaluated results post designing, developing, and implementing extensive marketing/PR programs.
- Successfully oversaw day-to-day development functions of thriving credit union, developing new business.
- Primarily responsible for achieving growth in the following sectors: membership, product, loan, and assets.
- Diligently supervised key players: call center operations, staff, and Marketing Coordinator, overseeing progress.
- Defined training schedules and cooperate with designers/developers ensuring project plans work within deadlines.

Training & Development Manager, Communicating Arts Credit Union, Detroit, MI 2010 – 2013

- Inspirationally led team of 40+ providing mentor and tutor tips suggesting ways to best engage with clients.
- Introduced quality control mechanisms within training seminars, increasing representative effectiveness by 75%.
- Organized clear and concise presentations instructing employees on effective product sales techniques.
- Managed and trained staff of 40 ensuring complete understanding of expectations, company rules and regulations.
- Executed training curricula; provide documented quarterly reporting as evidence of development metric progress.
- Defined training schedules and cooperate with designers/developers ensuring project plans work within deadlines.

OTHER VALUABLE HISTORY

Account Representative, Budco, Highland Park, MI 2006 – 2009

- Distinguished between features and benefits, completing client assessments prior to recommending products.
- Uplifted team morale leading to low turnover, progressive staff development and friendly work atmosphere.
- Identified talents and potentials in team members prior to initiating motivational and eye-opening conversations.
- Hand selected by superiors for Management Trainee Rotation based on work ethic and leadership proficiencies.
- Strategically crafted Fitness Training Program assisting in reduction of overall company healthcare cost.

Marketing Specialist, Seco-Carboly, Warren, MI 2003 – 2006

- Oversaw large budgets: marketing communication at \$2 million and trade show organizations of \$50k-\$1.2
- Increased customer participation by solely creating innovative promotional offer items attracting more sponsors.
- Establish brand awareness and name recognition through combination of innovative sales and marketing tactics.
- Analyzed marketing inquiry reports, following up on trade show sales leads, mail campaigns, and sales meetings.
- Focused on competitive advantages and profitably through constant research and target audience market analysis.

Event Manager, R.B.I Event Management, Detroit, MI 1999 – 2003

- Honored by peers for building and maintaining loyal relationships with key sponsors retaining constant support.
- Exceeded sales quota by \$110K in 3rd quarter FY 01 by recruiting Fortune 100 companies to sponsor events.
- Designed New Hire Mentoring Program providing welcoming environment and smooth transition for new staff.
- Proficiently managed and trained staff of 40 exercising leadership skills and instilling an "Open Door Policy".

EDUCATION

Master of Business Administration in Strategic Management
Bachelor of Business Administration in Business Management
Davenport University, Warren, MI

NOTEWORTHY AFFILIATIONS

- **Cooperative Finance Leaders for America (CFLA)**, 2014 – 2015 Fellow
- **Global Women's Leadership Forum in South Africa**, 2012 Presenter
- **African American Credit Union Coalition (AACUC)**, Member
- **AACUC Southern Regional Chapter**, President