

Mia Payne

Sales and Business Development

Virginia Beach, VA

miabia0586@gmail.com

2404818802

Creative, self-motivated marketing guru with over 10 years of business development, branding, sales and client focused experience spanning a multitude of products and/or services. Ability to work independently or seamlessly within a group to consistently deliver awesome results.

Authorized to work in the US for any employer

Work Experience

Marketing Manager

The Donna Kerr Group - Silver Spring, MD

December 2017 to Present

Maintains relations with customers by organizing and developing specific customer- relations programs; determining company presence at conventions, annual meetings, trade associations, and seminars.

Provides market forecasts and reports by directing market research collection, analysis, and interpretation of market data and formulating them to direct action solutions

delivering profitable marketing solutions in the real estate industry

proven ability to create compelling marketing campaigns and penetrate new markets

developed and implemented high-impact integrated marketing plans that increased sales by 22%

developed market specific merchandising and promotional strategies to expand market share

expert in competitive market analysis and qualitative and quantitative research

verifiable success in launching campaigns for various lead streams

development and delivery of the overall go-to-market plan including positioning, PR, launches, collateral and events

successful introduction of innovative branding strategies

proven ability to manage multiple corresponding projects and cross-functional teams to deadline

record of initiating and building positive relationships to secure long-term contracts

proven experience in reducing marketing costs and managing budgets successfully

comprehensive digital marketing capability current with social media, SEO and online trends

experience in leveraging progressive marketing tactics including viral and virtual vehicles

successful and creative event planning and execution

high-impact presentation and negotiation skills

Clinic Director

Light RX - Fairfax, VA

December 2017 to December 2017

Top 3% in sales- highest grossing clinic all months

Maintained a 4.5 star rating on Google

Manage all components of our operations using medical software system

Work closely with physicians, physician assistants, registered nurses, and support staff to develop in-office procedures for daily operations and to ensure smooth patient flow

Work with Physician and medical staff to adhere to treatment protocols

Implement a sales strategy to meet business sales objectives and goals

Oversee and manage all office equipment (i.e. medical lasers, etc.)

Manage all office vendors

Lead front desk and medical staff and motivate them to achieve business goals

Manage staff to ensure highest standards of customer service for clients/patients

Oversee and manage inventory and ordering (i.e. medical supplies, etc.)

Manage and assist with marketing campaigns and marketing partners

Manage and assist with social media accounts and social media marketing

Physician Marketing Liaison / Business Development Director

Center for Vascular Medicine - Greenbelt, MD

January 2016 to May 2017

Grew referral base by 20% in 2016.

Effectively manage schedule using EHR

Create press releases in a variety of formats

Use analytical software to conduct thorough market analysis

Create and executive marketing collateral both in house and using outside vendors

Maintains up to date insurance information

Identifies market interest based on sales reports and tools , facilitates and maintains relationships with rendering doctors , hospitals and community partnerships using various marketing strategies such as lunch and learn sessions and cold calling .

Strategically and accurately maintains expense account and marketing budget

Constantly achieved new patient goals with a yearly average of 35% over goal

Identifies current referral trends to ensure that marketing resources are being utilized correctly .

Ensures obstacles are identified and solutions are implemented .

Conducts face to face to meetings with varied medical professionals including doctors , nurses , physician assistants to ensure understanding .

Brainstorms and executes way to increase practice exposure including health screens and conferences

Manages a network of over (350) accounts spanning over multiple territories (Silver Spring ,Bethesda , Laurel, Bowie, Rockville , Greenbelt)

New Home Sales Associate

Toll Brothers - Upper Marlboro, MD

January 2014 to January 2016

Responsibilities

- brainstorm effective marketing and sales strategies to farm prospects for luxury home sales
- provide extensive knowledge on home customization options, construction phases and financing to effectively close deals
- maintain accurate and secure records with detailed contents including bank statements and tax information
- plan and execute followup strategies in order to achieve successful business
- provide excellent customer service
- work with a large team of various positions including subcontractors, lenders and Realtors to maintain a cohesive working environment in order to accomplish a finished home

Accomplishments

- Achieved 1M worth of sales in 3 months, with an average home sales price of 360k
- successfully surpassed deposit goals for past 12 mos.
- planned seasonal events to generate positive traffic that lead to various solid deals
- regional associate of the quarter

Skills Used

all Microsoft products including PowerPoint excel outlook
Customer service
Marketing skills

Counter Manager

Bobbi Brown Cosmetics

May 2012 to January 2014

Grew business from a \$850,000 revenue to \$1.2 million

Set and surpass personal sales goals while motivating goals of the team consisting of 11 associates

Handle customer issues directly, through face- to- face contact, email or phone

Provide superior product knowledge in order to give customer the best shopping experience while constantly attending training and staying current with trends

Cultivate long- term relationships with customers by following up on purchases, planning customized events and introducing to products or services to match specific needs building relationships based on trust and accuracy

Develop and maintain relationships with all vendors to execute day to day activities such as stock concerns and merchandising needs

Effectively delegate daily duties to a team while providing a positive and supportive work environment

Perform daily personal duties such as re- merchandising product, periodic mark downs, merchandise transfers and light cleaning

Actively participate in meetings including seasonal sales meetings and phone conferences

Product Specialist

MAC Cosmetics

July 2007 to May 2012

Exceeded all goals assigned including sales and appointment bookings

Consistently learned and mastered techniques presented in training or in- store visits

Utiliz ed product knowledge and artistry training to provide excellent customer service to a diverse client base

Provided coaching to new team members on product knowledge, basic counter practices and artistry techniques

Assisted Senior MAC Artists at various large scale events

Planned and executed events based on trends or new products to generate interest and increase volume

Built trustworthy relationships with a large client base to encourage consistent business

Communicated with counter manager stock concerns

Spa Guest Relations

Robert Andrew Salon and Spa

July 2004 to January 2008

Greeted clients in a timely professional manner

Assisted in scheduling multiple services for a large number of service providers

Confirmed all spa appointments to maintain an effective show rate

Provided knowledge about various spa services to ensure each client scheduled appropriately
Set up various spa rooms including couple area, spa waiting rooms and special services
Built lasting relationships to provide a comfortable experience for each guest
Maintained an accurate register system at all times

Education

Graduate Certificate in Social and Digital Media Marketing

Quinnipiac University

July 2018 to September 2018

Bachelors in Marketing and Brand Management

University of Maryland - College Park, MD

August 2007 to June 2009

Associates in Marketing

Anne Arundel Community College

August 2005 to May 2007

Skills

Proficient in various CRM programs-Sales Force, NextGen, InfusionSoft, Excel, Social Media Marketing, Social Media Management, FB Ad Manager, Instagram Ad Manager, Multiple EHR proficiency, SEO, Social media marketing,, Adobe Creative Cloud, Digital Marketing, Email Marketing, Google Ad, Wordpress, Web Development, HTML, Social Media Advertising

Awards

Awarded Cosmetics Sales Superstar

January 2015

Associate of the Quarter

June 2015

Toll Brothers

Million Dollar Sales Club

September 2016

Additional Information

MAC Certification

MAC Advanced Artistry Certification

Bobbi Brown Certified Artist

Customer Service All- Star Award (2013)

MS Office, Word, Excel, Outlook and PowerPoint

Social Media proficiency