

**Kristyn K. Hanna**  
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**Objective:**

To utilize my passion and experience in a sales and marketing position with a vibrant, forward thinking company

**Experience:**

**Eblock**

Territory Sales Manager August 2019-March 2020

- Developed a base of clients in the Syracuse/Utica/Watertown Markets
- Met and exceeded goals on a consistent basis
- Acquired 87 buyers and 22 sellers
- Scheduled inspections
- Managed If-Bids

Manheim Express-Cox Automotive

**Manheim Express Concierge** December 2018-August 2019

- Developed a base of clients in the Syracuse/Utica/Binghamton Market
- Met and exceeded goals on a consistent basis
- Utilized my relationships with the Syracuse DMA Auto Dealers to establish milk runs
- Assisted in the development of the App

Brookdale Senior Living Liverpool

**Sales and Marketing Manager** March 2017 – December 2018

- Responsible for census growth, marketing strategies and professional referral development of a 78 bed assisted living community
- Successfully increase and maintain high community occupancy
- Maintain close contact with family and professional leads to establish need and create urgency from initial inquiry through move in process
- Assess prospective resident to determine appropriate level of care
- Assist Executive Director to manage and increase building revenue through existing residents and outside opportunities
- Develop and execute marketing plan to promote within the community

ACV Auctions

**Territory Manager-Syracuse/Utica**

Feb 2016-March 2017

- Selling wholesale solutions to Franchise Car Dealerships in the form of a wholesale application
- Launched the application to market and signed 84+ dealers in 3 months.
- Involved in helping to building the app per customer feedback
- Managing customer service concerns day to day
- Consulting with Dealer Principles to add revenue to their wholesale processes

Classified Ventures-Cars.com

**Digital Media Sales Representative**

Aug 2008-Feb 2016

- Internet advertising sales to franchise car dealerships in a highly competitive market.
- Responsible for Service and Sales for 57+ accounts in a large geographic area.
- Selling services based on customer needs and ROI.
- Responsible for current customer retention and relationships as well as new business revenue.
- Increased Monthly Revenue from \$27,560 per month to \$78,890 per month

Cox Trader Publications

**Account Executive**

Oct 2007-August 2008

- Advertising Sales to small, medium and large franchise car dealerships in a highly competitive market.
- Responsible for 75+ accounts in a large geographic area.
- Selling ads based on customer needs and ROI.
- Responsible for ad layout and design based on customer needs.
- Increased Weekly Revenue from \$2,802 per week to \$3,950 per week.

Cintas Corporation

**Uniform Sales Manager**

Sept 2006 – Sept 2007

- Managed and coordinated daily sales activities for a sales staff of eleven in Rochester and Syracuse.
- Directed staffing, training and performance evaluations in order to develop and control sales program.
- Analyzed and controlled expenditures of division in order to conform to budgetary requirements.

PDI, INC.

**Pharmaceutical Sales Representative**

Jan 2006-Sept 2006

- Promotion of ethical pharmaceutical products within an assigned healthcare market using effective selling principals and techniques.
- Educating physicians and other healthcare providers on pain management through pharmaceuticals.
- Review and analysis of market data for developing and implementing business plans.

Trader Publications

**Account Executive**

Dec 2004-Jan 2006

- Advertising Sales to small, medium and large franchise car dealerships in a highly competitive market.
- Responsible for 75+ accounts in a large geographic area.
- Selling ads based on customer needs and ROI.

**Education:**

State University of New York at Oswego

Oswego, New York

**B.A. Fine Arts**

December 1993