

# MERCY HALE SILVERTON

Street Address • City, State 55555  
555-555-5555  
[mercyhalesilverton@gmail.com](mailto:mercyhalesilverton@gmail.com)  
[www.linkedin.com/in/mercyhale](http://www.linkedin.com/in/mercyhale)

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## OPERATIONS / BUSINESS DEVELOPMENT MANAGEMENT / TREASURY MANAGEMENT / STRATEGY SALES

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Highly motivated professional with demonstrated success driving profitability. Results-focused leader with a talent for building strong, cohesive teams that work together to provide an unsurpassed client experience. In-depth knowledge of the Six Sigma Sales Process, Business Development and Operations Management. Skilled in structuring and environment to restore stability and increase profits, productivity, and morale. Proficient in Microsoft Office Suite.

### CORE COMPETENCIES

- Market Research & Strategy
  - Public Speaking & Training
  - Project Management & Process Improvement
  - Treasury Management
  - Team Building & Leadership
  - Sales & Operations Management
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### PROFESSIONAL EXPERIENCE

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#### SPEECH TECHONOLGIES COMPANY – City, State

##### Regional Account Manager Contract position (Month / Month Year )

Contracted position. Represents newly FDA listed Medical Device technology firm by providing strategic market planning to grow company brand, relationship building and management with region's largest Hospitals, public school systems as well as privately owned clinics. Hosts medium to large sized seminars on product efficacy, clinical trials and patient populations to professionals. Provides client feedback, market direction, operation support and revenue generation to co founders on an ongoing bases. Manages data base of clinical trials, marketing materials and current client communication, historical sales data and market trends.

##### *Key Achievements:*

- Responsible for the introduction of company and their medical devices to the professional community.
- Acts as liaison between company, clinicians, patients and parents to assure proper price point, market share, product design and branding.
- Provides ongoing input to assure website design is accurately depicting the need of the clients including both the general public as well as clinicians.

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**TECHNOLOGY GIANT – City, State**

**Regional Account Manager Contract position (Month Year / Month Year)**

Contracted position. Provide tailored solutions for corporations looking to streamline document management and networking security by providing a comprehensive analysis of current technological environment, identifying areas of inefficiencies ultimately providing integrated solutions minimizing expenditures while simultaneously maximizing productivity.

***Key Achievements:***

- Successfully assisted with acquisition transition from company to company
- Broke region record with first sale generating revenue of over 200k for region.
- Successfully proven track record of outside sales, building rapport with clients and providing integrated sales techniques utilizing Six Sigma philosophy.

**FINANCIAL INSTITUTION - City, State**

**Market Manager (Division), Preferred Services Assistant Market Manager (Year – Year)**

Producing Market Manager / Treasury Management sector. Maintained book of business and exceeded sales goals while coaching and developing existing Client Managers as well as Financial Specialists with daily call observations & role play. Created, implemented and enforced formal training to improve acumen and skill level of the team in every line of business. This included an in-depth 12 week mortgage training course followed by a retirement training course. Other deliverables included: Time Management, Objection Clinic, The art of closing, and Taxation. Handled a multitude of HR responsibilities along with interviewing new talent for our current evolution into the new Mass Affluent sector.

***Key Achievements:***

- Top Performer awards: Q4 Best Peer Coach., Q4 Investment referrals, Q3 Most Valuable Player
- Maintained business accounts with assets totaling over \$50 billion
- Acting Market Manager for Division and Investments
- Created and implemented national roll out of mortgage training program for Department
- Pioneered division training for Build out and Sales Process Teams

**HOME MORTGAGE COMPANY – City, State**

**Retail Branch Manager (Year - Year)**

Create and execute efforts to transform an under-producing branch by resolving inefficiencies, restoring profitability and building a dynamic, high-production operation. Manage all facets of sales and business administration, including staffing, human resources, and client services. Work closely with the CEO and regional management regarding planning, negotiations, and packaging loans. Hire, train, and coach a team of 10 personnel.

***Key Achievements:***

- Restructured operations and trained staff, resulting in **400% increase in production** in two years.
- Successfully converted a non-performing branch into **top 3<sup>rd</sup> in the nation**, and led the team to be ranked as **#1 in the U.S.** for four consecutive months.
- Cultivated positive relationships with returning clients, title companies, appraisers, underwriters, and executive management to **strengthen volume and profits.**
- Expanded business hours and pursued licenses to lend in State, State, and State, **boosting profitability and market share.**

**INVESTMENT SERVICES COMPANY – City, State**

**Assistant Vice President (AVP) Training and Development (Year - Year)**

Pioneered and implemented high-impact sales training programs for upper-level leadership and staff. Designed and directed large-scale initiatives, and served as point of contact for additional information and support. Initially served as AVP; later accepted the role of Contractor.

***Key Achievements:***

- Expanded the knowledge base and improved the performance of approximately 3,600 brokers and district managers by facilitating quarterly seminars on sales, marketing, products, regulatory changes, and corporate policies.
- Successfully certified the sales force in Intranet-based software to standardize sales processes.

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**EDUCATION AND CREDENTIALS**  
**FINANCIAL INDUSTRY REGULATORY AUTHORITY**  
SECURITIES LICENSE: S6, S63, YEAR

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PROJECT MANAGER CERTIFICATION PMP 2011

**SCHOOL, Year**

Real Estate Principles, Practice, Legal Aspects, Economics, Finance, Office Administration,  
Property Management, Mortgage Lending, Residential and Commercial Appraisal

**Certificate in Market Analysis and Compliance, Year**  
Financial Institute – City, State

***Credentials:***  
Toast Masters Alumni