

Danielle Alexander

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CAREER OBJECTIVE

Seeking a position in management, marketing or sales. Ultimately, to find a position that will provide the opportunity to advance to executive level management.

SUMMARY OF QUALIFICATIONS

- Sold over \$120 million in new home construction
 - Sold \$10 million in new home construction 2009
 - Ranked top 1% new home sales Central Ohio
 - Excellent customer service and communication skills
 - Dedicated to serving the needs of employers through hard work and dependability
 - Well organized and committed to completing tasks ahead of schedule
 - Excellent at networking and cultivating business relationships
 - Successfully manage multiple competing priorities while maintaining professionalism under pressure
 - Excellent contract negotiating skills
 - Excels in competitive situations
 - Demonstrated ability to speak persuasively and generate public awareness
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EDUCATION

Ohio Dominican University

Bachelor of Science Business Administration

May 2010

Relevant Course work

Marketing for Services Industries, Managerial Finance, Accounting for Managerial Decision Making, International Marketing, Human Resources Management, Business Finance, Business and Employment Law

Hondros College

Real Estate Certification

March 2010

Columbus State Community College

Associate Degree Business Management

June 1998

PROFESSIONAL EXPERIENCE

M/I Homes of Central Ohio LLC | Columbus Ohio April 1995 to Present

New Home Consultant / June 1999 to Present

Make presentations to persuade consumers to purchase a new home successfully negotiating terms and conditions of the sale. Demonstrated success in selling products features and benefits to consistently exceed quotas. Coordinating sales and marketing events to grow business and promote product. Implement programs to cultivate and manage business relationships with vendors, lenders, and real estate agents to help exceed monthly sales quotas. Conduct sales and marketing analysis of area builders and industry trends to provide data to senior level management to help increase quarterly sales quotas. Manage various administrative duties. Act as a liaison between customers and production staff. Conduct training sessions for sales associates.

Sales Associate / July 1996 to June 1999

Implemented customer satisfaction program to ensure 100% customer satisfaction ratings. Demonstrate product features and benefits. Organized weekly production and sales staff meetings. Scheduled appointments directly translating into home sells. Studied mortgage loan programs Fannie Mae, Freddie Mac along with lending guidelines and credit reports. Analyzed blue prints.

Administrative Assistant / April 1995 to July 1996

Prepare reports for human resources generalist. Transmitted OSHA safety reports for director of safety. Reviewed job applications and screened resumes. Scheduled appointments and supervised front office. Reconciled account receivable files. Processed employee new hire packages transmitting information into filing system. Planned division meetings and organized travel schedules.

Major Accomplishments

- Exceeded 2Q and 3Q sales quota by 150% 2009
- Exceeded sales quota 2009 130% generating over \$10 million in real estate sales
- Exceeded sales quota 2008 125% generating \$9 million in real estate sales
- Consistently ranked Top 10 New Home Sales Consultant Central Ohio Building Industry Association
- Voted Team Player 2008
- Recognized for outstanding customer service 2008 and 2009
- Awarded most creative marketing ideas 2008
- Selected by Senior Management to lead two important task forces for product redevelopment and marketing techniques to increase home sales 1Q 2009

ACTIVITIES

- Community Advisory Board Huntington National Bank
- Affiliate member National Association of Real Estate Brokers
- Chairperson of Membership Committee and Political Action Committee Columbus Realtist® Association
- Building Industry Association

- Columbus Housing Partnership Growth and Sustainability committee
- Member National Sales and Marketing Association

HONORS/RECOGNITION

Featured in *Who's Who in Black Columbus Book Publication* 2004-2005, 2007 and 2008 Edition