

## Danielle Alexander

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### EMERGING SENIOR LEADERSHIP CANDIDATE

#### Innovative leader with excellent communication skills

Consistently strives to take a result-driven approach with a strong, ongoing commitment to building and sustaining relationships at all levels within an organization. Proven negotiating skills in securing business agreements and contracts.

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#### CORE SKILLS & COMPETENCIES INCLUDE:

- Sold over \$120 million in new home construction
- 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 task while maintaining professionalism under pressure
- Excellent contract negotiating skills
- Excels in competitive situations

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#### EDUCATION

##### Ohio Dominican University

Bachelor of Science Business Administration

Candidate for Degree 2011

##### 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

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## EXPERIENCE & CONTRIBUTIONS

**Ryan Homes** | Westerville OH February 2011 to present

***Sales and Marketing Representative:***

Responsible for prospecting and assessing consumers needs. Provide solutions to their current housing needs by taken a customer centric sales approach to satisfy their needs, wants and dominant buying motivation. Demonstrate home site, select home plan, and analyze blue prints. Design and distribute advertising materials pertaining sales and marketing literature including direct mail, realtor targeted brochures and marketing letters to potential homeowners. Conduct mortgage loan analysis, pre-qualification to secure loan approval.

**M/I Homes of Central Ohio LLC** | Columbus Ohio April 1995 to January 2011

***New Home Consultant / June 1999 to January 2011***

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. Manage and monitor the development of new home construction subdivision consisting of 300 home sites. Supervise production staff to ensure timely construction of each new home sell. Train sales associates and supervise daily sales activities and administrative duties. 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. My sales and marketing efforts have directly resulted in over 800 home sales.

***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.

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### Activities

- Board member CHP/Homeport
- Community Advisory Board Huntington National Bank
- Affiliate member National Association of Real Estate Brokers

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### HONORS/RECOGNITION

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