

Kellie D. Amen

"With more than two decades of experience in professional growth and leadership, I have learned that consistency, organization, motivation, confidence, and setting high standards are the core values essential for establishing a successful work environment.

I am dedicated to continuous learning and seek opportunities to enhance my skills, not only for my benefit but for the benefit of those around me. I have had the privilege of working alongside exceptional and diverse leaders who have helped shape and bring out my own leadership abilities. My extensive experience has equipped me with the confidence to foster growth and implement effective solutions in various settings"

CONTACT

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Location:
Salem, Oregon

STRENGTHS

Leadership

Communication

Consistency

Organization / Time Management

Delegation

Decisiveness

Mentorship

Conflict Resolution

Team Work / Motivation

Recruiting

Underwriting

Financial Planning

Creative Writing

Branding

CREDENTIALS

Chemeketa Community Col.
(Psychology)

Professional/Artist

Title 5 Liquor License

Notary Public

TIMELINE | EXPERIENCE

DIRECTOR OF SALES & MARKETING, ROTOR X MANUFACTURING COMPANY, INC FEB 2021 - NOV 2023 | ARIZONA

- Helped to build and lead a Sales/Marketing Team for a worldwide helicopter manufacturing company
- Managed marketing campaigns, social media, print ads, web content as well as e-mail blasts, ect.
- Responsible for designing brochures including branding merchandise
- Implemented, edited and promoted video and web content
- Organized and distributed all incoming leads to team and initiated a follow-up routine/guideline
- Created and implemented an onboarding platform for new clients and existing clients
- Organized company structure by initiating team meetings, building up work culture and collaborated with all departments within the company
- Coordinated over 10 fly-in's and airshows in 6 different states, designed booths, and strategized ROI's
- Coordinated local/oversees shipping and freight - handled shipping paperwork, policies and procedures from departure to arrival of goods

ASSISTANT/CO MANAGER, MESSAGE ENVY, LLC. JULY 2019 - DEC 2021 | ARIZONA

- Developed goals and objectives that tend to growth and prosperity
- Designed and implemented business plans and strategies to promote the attainment of goals
- Ensured we had adequate and suitable resources to complete its activities (e.g. people, material, equipment etc.
- Organized and coordinated operations in ways that ensured maximum productivity
- Supervised employees and provided feedback and counsel to improve efficiency and effectiveness
- Managed and led a front desk team of 7-12 employees, and between 30-35 LMT's and Estheticians 7 days a week
- Assessed overall company performance against objectives
- Represented the company in events, conferences etc.

ACCOUNT EXECUTIVE , SINCLAIR BROADCAST GROUP MAR 2018 - MAY 2019 | SEATTLE

- Ran and executed digital/video/print ads for over 230 local news stations across the United States
- Responsible for the execution of client campaigns in all facets from start to finish
- Generated new leads by making cold calls, calling on inactive accounts, and prospecting new business opportunities
- Maintained strong relationships with existing accounts
- Worked to identify and understand the client's advertising needs and developed ideal marketing solutions
- Created and delivered customized sales presentations in person, via phone and/or via webinars

SMALL BUSINESS LOAN OFFICER, U.S. BANK FEB 2015 - JAN 2018 | OREGON - SEATTLE

- Served as the primary Small Business Banker for an assigned portfolio of diverse and complex small business commercial relationships, including 8 different U.S. bank branches in the Community division.
- Facilitated credit requests, including loan structuring, negotiating pricing, collateral, loan documentation, and analyzed industry credit risk
- Ensured compliance with all bank policies, procedures, regulations, and laws
- Participated in community and business functions/groups to ensure a positive image for the bank, as well as establish referral contacts within the marketplace
- Performed & mitigated underwriting on complex credit and loan requests
- Partnered with assigned representatives such as Payment Solutions, ADP, Equipment Finance, SBA lenders, Wealth Management, and branches to deepen portfolio

STORE | ASSISTANT STORE MANAGER -AMERICAN EAGLE OUTFITTERS, CO. OCT 2012 - JAN 2015 | OREGON

- Drove sales by maximizing overall store productivity
- Created/managed business planning in order to meet and succeed company goals
- Controlled elements of P&Ls, analyzed and reported daily sales trends
- Recruited, hired, and retained a high-performing team
- Pursued internal opportunities and ensured a clear path for associates
- Led store through performance feedback, individual development plans and reviews
- Was responsible for maintaining Brand Visual Standards and merchandising processes
- Ensured the team upheld an understanding of their role in keeping the store guest-ready at all times
- Demonstrated integrity and followed all policies and procedures
- Processed payroll
- Scheduled and forecasted, daily/weekly/monthly trends and made adjustments accordingly

STORE MANAGER, ROMY INC. JAN 2010 - SEPT 2012 | OREGON

- Drove sales by maximizing overall store productivity
- Created and managed business planning in order to meet and succeed company goals
- Controlled elements of P&Ls, analyzed and reported daily sales trends
- Recruited, hired, and retained a high-performing team of 15-20 Sales Associates, Key Holders and Assistant Managers
- Pursued internal opportunities and ensured a clear path for Associates, and Management team
- Led store through performance feedback, individual development plans and reviews on a daily, weekly and monthly basis
- Maintained Brand and Visual Standards, merchandising processes as well as coordinated shipping
- Ensured the team upheld an understanding of their role and maintained the standards for a guest-ready store at all times
- Demonstrated integrity and followed all policies and procedures, including processing payroll
- Scheduled and forecasted, daily/weekly/monthly trends and made adjustments accordingly