

Bonnie L. Stauch

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Customer Service/ Account Management / Sales

? Customer Service ? Marketing / Community Liaison ? Business Entrepreneur
? Account Executive / Sales ? Proposals & Contracts ? Credentialed Teacher
? Time Management/Multi-task ? Independent & Proactive ? Internal - Teamwork

Career Highlights & Experiences:

Community Outreach Director

02/2010 – 10/2010

Pacifica Senior Living

Newhall, CA.

Promote the company through community marketing activities to increase occupancy and revenue. Ensure positive relationships with community professionals, Senior Care facilities, Physicians, Medical offices, and other related organizations.

Key Position:

Develop and maintain database of resources including home healthcare providers, hospital case managers, senior care referral agencies, and non-profit organizations. Represent the company at Chamber of Commerce events and professional networking groups, participate as exhibitor at health fairs and conferences, and partner with sales team for increased occupancy. Arrange educational seminars for the local community and facility residents.

Achievements:

Created Excel database of 100 + resources

Exhibitor participant at four Health Fairs/ Home & Business events

Implemented a “brain fitness” program for the facility’s residents

Secured a local non-profit support group to use the facility for meetings

Introduced new entertainment resources for the company’s Activities programs

Distributed marketing materials to local medical offices, hospitals, senior apartment communities, churches, and related organizations

Conducted on-site tours with prospective residents, and teamed with 2 sales counselors for marketing strategies and leads generation

Scheduled 12 seminars/community forums engaging professional speakers on topics of senior living, Alzheimer’s Disease and other senior health care issues

Inside Sales & Support Representative

04/2009 - 11/2009

Atlas Broadband

Valencia, CA.

Inside Sales - Data & Voice communications.

Key Position:

Focus on Retention and New Acquisition sales of DSL, T 1.5M, Web Hosting, Managed Services, Firewall, and VoIP. Responsible for marketing products to industry specific sector; including Printing, Financial, and Small Business industries. Support the sales team with product pricing and contract preparation.

Skills: Contract proposals, up-selling, contract renewals, client retention and account services, and data entry in Sales Force.

Retail Sales Manager – Golf Apparel Specialty

08/2008 - 04/2009

BellaSport / UmoSport

Valencia, CA.

Retail sales: High-end Men's and Women's golf apparel.

Key Position: Sales Manager, store inventory management, cash register.

Promote store at community organizations and social networking events.

Owner / President / Consultative Sales

06/2004 -Continuous

Homeowners Referral Network

Santa Clarita, CA.

Owner/Manager of contractor referral business for licensed, pre-screened, insured contractors.

Key position:

Sole management of all daily operations; assigning client leads, recruiting contractors, invoicing, maintain client and contractor databases, advertising, customer care and marketing.

Developed and established in 2004, database has 100 contractors, providing free estimates for 34 types of services.

**Customer Service Manager/ Account Executive/
Inside Sales/ Retention Sales/ Billing**

03/1984 – 04/2003

AT&T Corporation

Monterey Park, CA.

AT&T Corporation

Nineteen (19) years of continuous B2B sales and customer service, managing assigned territory accounts for Mid-Markets. New acquisition sales and retention sales.

Key Positions:

Sales Account Executive – 5 years. Proposals, acquisition sales, presentations, voice and data.

Retention Accounts Representative – 4 years. Renewal contracts, up-selling, voice and data.

Customer Service Account Manager – 3 years. Contracts resolution, order input, up-selling, voice and data.

Outbound Sales Account Manager – 3 years. Cold-calling sales, retention, order input for voice.

Billing and Service Orders Representative – 4 years. Resolution of billing claims, order in-put.

Awards:

- Top 20% - Nationwide Sales, AT&T Corp. – “Achievers Gold Club” Conference - 3 years
- Best Handyman Service – Business Recognition Award, Santa Clarita Valley - 1 year

Selected Career Achievements & Competencies:

- Led service and sales teams in new account acquisition, proposals, contract renewals, conflict resolution, order processing, escalation and avoidance of problems, and interdepartmental referrals. High volume environment involved “C-level” B2B accounts and Telecom Decision-Makers for solution sales.
- Researched and established contractor referral business, including three months preparation of contacting, selecting, and qualifying over 60 contractors in 20 fields of services. Developed applicable sales forms, survey and customer satisfaction forms, contractor “Agreement letter” and commissions fee structure. Prepared text and graphics content for business website, all print advertising materials, company logo, and marketing materials.
- Established and supervised an 8-week activity plan for Parks & Recreation Department for 4 community parks, supervising 4 playground Recreation Leaders. Created activities schedule, purchased playground sports equipment, arts & crafts supplies, and related supplies. Worked under the direction of the County Parks & Recreation Director to meet summer program criteria.

Education & Professional Development:

Bachelor of Science – Education, Health & Recreation Indiana University, Bloomington, IN.

Certifications:

CA. Emergency 30-Day Substitute Teaching Permit.

CA. Single Subject Teacher Credential - Physical Education.

Proficiencies:

Sales Force/ ACT! / Visio / Excel / Microsoft Word / Outlook / QuickBooks / Power Point / Internet / You’ve Got Leads database.

Community Leadership & Affiliations:

- Santa Clarita Valley Chamber of Commerce - Member, Ambassador Co-Chair and Volunteer
- Soroptimist International of Greater Santa Clarita Valley - Member
- DNA (Dynamic Networking Alliance) - past Member
- NRG (Network Referral Group) - past President, past Vice President and Member
- AYSO Region 46 - Certified Assistant Referee
- Circle of Hope - Member and Volunteer

