

MICHELLE POULIN

SENIOR SALES -
MARKETING EXECUTIVE

CONTACT



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Commerce City, CO 80022

CAREER OBJECTIVE

Results-oriented professional with 16 years of work experience in On-line B2B Digital marketing & advertising/lead generation industry. I have a proven knowledge of campaign management, nationwide national client relationship management and competitive analysis to sell partners and owners on service. Aiming to leverage my abilities to successfully fill Senior Account Executive (remote) role at your company.

Efficient professional with 16 years of experience and a proven knowledge of customer needs assessment, customer retention and direct mail marketing. Aiming to leverage my abilities to successfully fill the Senior Account Executive (remote) role at your company.

EXPERIENCE

October 2006 - July 2022

Senior Marketing - Sales Executive

Angi / HomeAdvisor / Servicemagic, 80401, CO

- B2Bsales; Saas; Digital Advertising; Online Marketing: Inbound/Outbound sales; cold calling.
- Strong verbal & written communication skills; detail oriented; goal & deadline motivated to succeed.
- Active listening; negotiation skills when communicating with clients: networking with internal departments to achieve
- Agile; quick thinking; ability to implement new ideas while demonstrating the ability to utilize them
- Sales methodology training with proven ability to utilize skills.
- Identify owner(s) with qualifying questions. Our client(s) had to provide sensitive information for approval so I had to demonstrate the ability to build client trust to gather sensitive information to qualify client. (Background Checker; PactSafe; State License Requirements; Business Filings; Process Credit/Debit Cards).
- New Member Care - follow up call tour on-line "Login" mobile application/Tablet/Laptop/ PC version. Photo uploads including the visual web presentation.
- Max IP soft phone; Nice IP - soft phone; Avaya IP - soft phones in addition to regular phone (s) multiple-line; Microsoft Office; Microsoft Professional; Microsoft Suite; Microsoft 365; Microsoft Word; PowerPoint; Excel; Data Entry.
- Attend & Host Smart Meetings (Zoom, Teams, Google chat/video).
- Built and Manage pipeline to enhance revenue & retention.
- Build and Maintain effective relationships through strong interpersonal skills with emphasis on the relationship.
- Producer in fast-paced high energy environment; open minded to change to improve; critical thinking to solve problems; team player that can also be responsible when solo on project.

August 2004 - October 2006

Loan Officer

H & R Block Mortgage , Denver, CO

- Mortgage loan consultant/broker; working with client(s) to identify financial goals; Identifying loan solutions for each situation.
- Product knowledge based on lender; gather proper lending documents required to place loan for approval (Conventional ; FHA; VA; Commercial; Agricultural).
- Submitted applications electronically or via email/fax; pulled credit reports/analyze credit with client(s) for proper loan placement with

lender; comparable property analysts to build loan model; run LP; DU; Clues for conditional loan approval; cleared stipulations to close.

- Lock Rate/Terms with lender.
- Order appraisal & title
- 100% prospecting build and manage pipeline to sales goal/meet deadlines.
- Originated loans in CO; NE; IA; MO; KS; NM

September 2001 - August 2004

Loan Officer - Originator

Colorado Housing & Mortgage Services, Greenwood Village, CO

- Inbound/Outbound calls providing mortgage services to potential clients.
- Pre-Qualify Consumer for loan product(s) using credit history ; LTV; DTI ratio to submit application.
- Prepare Standard Loan Documents (1003; GFE; TIL; standard HUD loan disclosures).
- Price out loans (YSP); lender placement as broker.
- Process application in automated systems for approval; provide documentation to clear loan stipulations to obtain clear to close/funding.

August 1998 - July 2001

Leasing Agent & Compliance Officer

Fairfield LLC (Property Management), San Diego, CA

- Leasing Consultant (new build with certificate of occupancy; rehab units; existing established apartment communities).
- Tour property with prospective resident.
- Administrative paperwork - lease housing compliance for all Colorado locations owned by Fairfield.
- Pre-approve tenant(s) for property; sec 42 guidelines for some locations.
- Outlook; Office suite; Excel; 10-key; data entry; leasing; front office maintenance/books/accounting/deposits/make keys help with lock outs.

EDUCATION

May 1987

High School Diploma GPA 2.8

Pomona, Arvada, CO

REFERENCES

References available upon request