
DENNIS DORNON

dennis@dennisdornon.com

(407) 402-4112

www.dennisdornon.com

SUMMARY OF QUALIFICATIONS

Self-motivated and goal-driven professional with a proven record of success fueling exceptional sales and profit growth through diligence and creativity in the areas of Internet marketing, lead generation and face-to-face selling skills. Strong knowledge of search engine optimization (SEO) and search engine marketing (SEM) techniques and technologies. Gifted communicator and problem-solver capable of training and motivating both new and established personnel to embrace and facilitate progressive change. Extensive experience in budget management, web analytics, vendor negotiation, product development and customer service. Holds Chrysler Master Sales Person Certification.

PROFESSIONAL EXPERIENCE

NAME WITHHELD UNTIL REQUESTED – *Florida*

July 2004 – Present

Finance Manager

September 2006 – Present

- Selected to manage a \$50,000 per month customer financing business for a large Orlando area Chrysler Jeep dealership selling 100 new and used vehicles per month as part of the largest auto retailer in the US.
- Interact with both customers and financial institutions on a daily basis to ensure profitability, timely loan closings, resolution of issues such as bad credit and compliance with state laws.
- Maintain at least \$900 in backend profit per deal through customer interest rate or product up-selling to satisfy company goal.
- Utilize ADP and other software to draw up customer paperwork and illustrate various financing options.

Internet Manager

July 2004 – September 2006

- Credited with maximizing Internet lead generation and conversion as first point of contact for prospective customers who initiate online inquiries through services such as Google AdWords, Dealix and Cars.com.
- Achieved ranking as Number One salesperson for six months in both Volume and Gross.
- Optimized Internet lead count and closing ratio by utilizing third party lead generation services and instituting standard lead follow-up procedures such as email templates and phone scripts.
- Managed and coached three sales representatives; held Save-A-Deal meetings to follow-up on status of potential sales opportunities.
- Reported closing percentage and action plans directly to the dealership General Manager.
- Negotiated with Dealix, Cars.com and other online lead providers to lower cost per lead.
- Obtained elite Chrysler Master Sales Person Certification by achieving necessary 97% customer satisfaction rating and 150 new car sales in one year.
- Maximized profit on sales by effectively negotiating vehicle pricing and options with customers.

DUVAL MOTORCARS – *Gainesville, Florida*

January 2006 – March 2006

Internet Manager

- Optimized Internet-driven visibility, prospects and closings on behalf of a small Mercedes, Jeep and Buick dealership during brief leave of absence from Courtesy Chrysler Jeep.

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Internet Manager - continued

- Credited with developing Duval's Mercedes Internet Department by designing and implementing new processes, training Internet Sales Associates and hiring the Cobalt Group to provide automated updates to the website.
- Drove sales from almost nothing to an average of 12 sales per month by implementing new CRM software and coaching sales staff on techniques for maximizing Internet sales and profit.

AT&T WIRELESS – *Orlando, Florida & Oklahoma City, Oklahoma*

October 1999 – July 2004

Trainer/Systems Analyst

- Developed, maintained and instructed four-week New Hire Training classes of 20 students each at two locations with a total of 450 employees; also trained existing employees on new systems.
- Honored with AT&T's prestigious Circle of Excellence Award and a paid trip to Hawaii for taking the initiative to develop an online training manual during personal time that was adopted corporate-wide and used throughout five national call centers.
- Interacted with project managers to verify accuracy of training material and assist in the seamless rollout of new products; tested new systems to assess usefulness to front line representatives.

EDUCATION & SPECIALIZED TRAINING

VALENCIA COMMUNITY COLLEGE – *Orlando, Florida*

1995 – 1996

Coursework in General Studies

CAYUGA COLLEGE – *Auburn, New York*

1994

Coursework toward major in History

Professional Sales Training – DaimlerChrysler

Finance Sales Training – Autonation

TECHNICAL SKILLS

Search Engine Optimization	Search Engine Marketing	Web Analytics
Link Development	Google AdWords	HTML
PHP	ASP	ColdFusion
Top Style	Paint Shop Pro	Fireworks
MySQL	Article Post Robot	Microsoft Word
Microsoft Access	Microsoft Excel	