

Karly Smyth

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Sales supervisor with 20 years experience servicing the travel and insurance industries. Consistent record of boosting sales by 5% per year by providing individual and team assessments, 1-on-1 coaching, and innovate training that instills confidence. Dedicated to world-class customer service.

Strengths

- * Thorough knowledge of sales techniques
 - * Fosters positive learning environment
 - * Marketing and promotions
 - * Office management and administration
 - * Highly motivated team player
 - * Sales staff management and scheduling
 - * Strong interpersonal and leadership abilities
 - * Effective networking
 - * Personable and fun to work with
 - * Outstanding oral/written communications
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Work History

2010-Present, **Sales & Service Supervisor**, AAA NCNU Santa Rosa, CA

- Guides 40 frontline employees of Santa Rosa AAA office to achieve sales goals by providing individual coaching sessions, conducting sales and presentation trainings, and helping staff build profitable local business relationships
- Works with office insurance agents to develop effective cross-selling techniques
 - Implementation of above measures contributed to exceeding office sales goals by 10% (for 2013 and 2014)
- Oversees all administrative operations, including payroll, vacations and leaves of absence, workman's compensation issues and equipment maintenance
 - Reduced operational costs by 10% in 2014 through careful oversight of office supply purchases and redirecting work flow to better leverage staff strengths
- Organizes and supports all travel agency department events by creating marketing materials and distributing them to appropriate media
 - Oversaw 5% advertisement ROI through ad rate negotiations
- Assists departments as needed to ensure office runs as smoothly as possible
- Managed and monitored performance data

2007-10, **Travel Sales & Membership Services Mgr.**, CSAA San Rafael/Larkspur, CA

- Led membership operations of California State Automobile Association's San Rafael/Larkspur offices to 10% increase in membership acquisitions:
 - Initiated AAA *Sojourn's Sales Project*, which highlighted specific travel packages promoted through in-branch themes in Q1 2008, resulting in 118% and 169% sales increases in San Rafael and Larkspur offices, respectively
 - Integrated positive learning environment with supervisors, resulting in 95% of frontline staff achieving production targets

Continued, Travel Sales & Membership Services Mgr., CSAA San Rafael/Larkspur, CA

- Offered individual coaching and mentoring to sales staffs, resulting in improved performance and higher morale
- Won 2009 *Field Management Award* for exceeding office sales target by 10%
- Managed local budgets to support revenue objectives within assigned locations

2005-07, **Assistant Area Manager**, CSAA San Rafael, CA

- Played key role in increasing membership by 15% through retraining 25-member frontline sales team on effective cross-selling techniques

2003-05, **Supervisor**, AAA Santa Rosa, CA

- Managed Santa Rosa AAA office and oversaw its 60 employees
- Directed 30 frontline salespeople to exceed sales goals by 6%
 - Improved work flow through adjusting schedules, resulting in less overtime
 - Introduced consultative selling techniques, resulting in increased revenue and enhanced customer loyalty
- Won AAA *North Bay Volunteer of the Year* in 2004 for community activism

1998-02, **Travel Supervisor**, CSAA Vallejo, CA

- Managed 6 travel service representatives to consistently beat sales targets through individual coaching and mentoring
 - Exceeded overall team revenue goals in 1999, 2000 and 2002 by 5%, 5% and 7%, respectively, and boosted travel team revenue by 17.41% in 2000
 - Won *Circle of Excellence Award* 4 times (1999-2002) for exceeding personal sales goals by 20% or more (\$1M in sales or more per year)

Certifications and Professional Affiliations

Property and Casualty License / Certified Travel Counselor / Master Cruise Counselor / Destination Specialist / Certified With *Achieve Global* (AAA Sales Training Program)

Community Volunteerism

Easter Seals / Redwood Empire Food Bank /
Helen Lehman Elementary School / Make-a-Wish Foundation

Education

Associates Degree, Hospitality and Tourism, Academy Travel School Rohnert Park, CA
General Education, Santa Rosa Junior College Santa Rosa, CA