

JOSH DREYER

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CAREER SUMMARY

Motivated, customer-focused management professional with 10+ years of sales management, training, and marketing experience in the automotive and IT industries. Recognized for being innovative, energetic and resourceful. Possesses the skills necessary to drive business growth, capitalize on new business potential, and manage all aspects of daily sales operations.

SALES MANAGEMENT/AUTOMOTIVE EXPERIENCE**Willis Auto Campus**

Des Moines, IA

November 2011 to Current

Marketing Director

- Managed \$1M+ advertising budget
- Planned and developed annual company marketing plan
- Established an annual marketing budget for the company in order to assist in exceeding company sales objectives
- Conducted annual marketing audit with a small internal audit team to review past marketing and advertising strategy in order to maximize return on marketing investment
- Planned and implemented new product marketing plans and events for new product introductions, including events held after standard business hours and on weekends
- Planned and oversaw advertising and promotional activities including print, radio, television, online, digital media, social media, and direct mail
- Completed manufacturer-required marketing plans to show growth in advertising in market
- Responsible for utilizing all company social media presence, including Facebook, Twitter, Pinterest, YouTube, Instagram, and FourSquare
- Designed campaigns utilizing online video and e-mail distribution.
- Manage corporate relationships in order to assist executive management with non-profit and for-profit sponsorship decisions

Sales & Leasing Consultant

- Certified sales consultant for Infiniti, Lexus, Land Rover, and Jaguar
- Received Silver Certification from Jaguar North America

Grand Consulting

Des Moines, IA

April 2010 to October 2011

Accounts Manager

- Created sales department by introducing processes for managing client relationships and new business development.
- Increased managed services client base by 15%, including acquiring the title of Official IT Service Provider for the 2012 Principal Charity Classic.
- Created and presented 'Mobile Productivity & Cloud Computing for Legal' for the Iowa State Bar Association annual meeting in 2010 and 2011.
- Expanded client network by sponsoring local business events such as the Business Record's 'Power Breakfast'.

Loeber Motors

Lincolnwood, IL

May 2006 – October 2009***Internet Sales Manager/Business Development Manager/Sales Manager/Asst. Pre-Owned Sales Manager***

- Led Smart new sales department to #3 ranking nationally in sales volume for 2008 and 2009.
- Created and implemented a Business Development Center by hiring, training, and managing a staff of 3.
- Was recognized as a top 15 Business Development Manager by MBUSA in 2008.
- Successfully managed sales staff of 20+ in new and pre-owned sales departments.
- Increased brand awareness by developing an innovative, local customer-facing sales strategy resulting in 20+ events.
- Developed online brand by creating new local dealer websites (Mercedes-Benz, Porsche, and Smart).
- Built and updated third party advertisements to drive exposure to \$1.5M in pre-owned inventory.
- Negotiated with wholesalers, appraised client vehicles, and directed the reconditioning of trade-ins for resale as directed by the MBCPO program.
- Desked deals while working to ensure increased volume, sales staff success and maximum profitability.
- Regularly evaluated pre-owned pricing strategies by monitoring inventory pricing levels in a competitive market.

Universal Dealer Consultants

Irvine, CA

March 2005 – April 2006***Sales/Service Process Trainer***

- Specialized in training high-end luxury dealer sales and customer service strategies.
- Consulted all levels of dealership executive management to change sales and customer service processes.
- Trained new and existing managers and employees on inside sales and service processes, product, policies and procedures, and proprietary CRM software programs.
- Interviewed and recommended potential managers and employees to executive management.
- Travelled nationally to conduct training classes of 1-15 for dealer clients, including Fletcher Jones, Penske, & Autonation.

EDUCATION

University of Iowa, Political Science - 2000-2004

Hoover High School, Graduated with honors - 1996-2000

SOFTWARE SKILLS

Final Cut Pro X, Adobe Creative Suite (Photoshop, Illustrator, InDesign), ADP (Sales/F&I), UDC Momentum & Revolution, NETSTAR, MBUSA Dealer Portal, Autotrader.com, Cars.com, Dealer.com, Dealerskins, Mannheim Online, CARFAX, Compass (Autonation), Autobytel