

Wendy A. Anderson

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Summary

FORMER ALCA MEMBER. Sales, Management and Operations Manager with achievements in outstanding customer service programs, increased market share and significant contributor to bottom-line profit. Revenues exceeded employers' goals. Communication and interpersonal skills led to strong customer loyalty allowed equally balanced objectives for clients and companies. Resourceful problem solver when dealt with demanded obstacles. Implemented practical cost effected action plans with record setting growth and revenues.

Professional Experience

West USA Realty Phoenix, Arizona

2007 to Current

Licensed Realtor

Provide service to buyers and sellers of residency homes and investment properties, Cultivate and maintain clients through CRM program "Edge".

- Licensed State of Arizona 11 years achieving profitability
- Achieved \$150,000 net sales earning
- Increased 10% yearly personal gross sales
- Produced \$80,000 in annual gross revenues first three years licensed
- Obtained 10% annual increase of clients

Neste Enterprise Inc. Gold's Gym/EOS Phoenix, Arizona

2000 to 2007

Fitness Director

Start-Up Management position directed three gym's Group Exercise departments, Personal Training Department and Front Desk operations in customer service while accomplished profit. Utilized market data and customer relationships to identified and prioritized key opportunities increased loyalty.

- Directed 35% growth utilized members feedback to reach their expectations
- Established 2000+ record member sales during start-up programs for Phoenix
- Created 15% record retention and 85% attendance resulted from sales plans
- Developed 6 Assistant Manager to subsidize the department's profitability
- Managed 150+ employees contributed to program exceeded forecasts

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Mary Kay Cosmetics-Sole Proprietorship Phoenix, Arizona

1987 to 2007

Independent Sales Consultant

Owned and operated sole-proprietorship business.

- Maintained 85% of clients with focused on personal service
- Gained 30% increased revenues annually with topic related marketing campaigns
- Earned \$60,000 first operated year received “Top Sales Award” in division
- Recorded sales of \$320,000 resulted from recruited 10 Business Partners

Professional Affiliations

National Association of Realtors

We Serve Association of Realtors

Ahwatukee Professional Women’s Association

Fresh Start Women’s Resource Center-Volunteer