

# Jennavecia Metzger

Franchise Consultant

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SC 29401

## Education

**Bachelor of Business  
Administration in Franchise  
Management at University of  
South Carolina, Columbia, SC**

Aug 2013 - May 2018

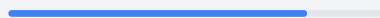
Relevant Coursework: Franchise Operations, Business Strategy, Marketing and Sales, Financial Management, Human Resources, Legal Aspects of Franchising, and Customer Relationship Management.

## Links

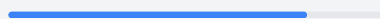
[linkedin.com/in/jennaveciametzger](https://www.linkedin.com/in/jennaveciametzger)

## Skills

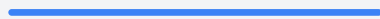
Market Analysis



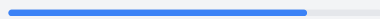
Franchise Development



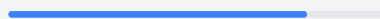
Legal Compliance



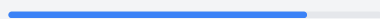
Branding Strategies



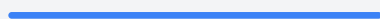
Financial Planning



Operations Optimization

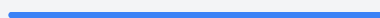


Training Programs

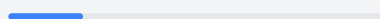


## Languages

English



Dutch



## Hobbies

## Profile

Results-driven Franchise Consultant with 5 years of experience in assisting clients in selecting, launching, and managing successful franchises. Adept at assessing client needs, identifying suitable franchise opportunities, and providing strategic guidance throughout the franchise acquisition process. Proven track record of helping clients achieve business growth and profitability through expert advice and customized solutions. Strong interpersonal skills, with a passion for fostering long-lasting client relationships and ensuring ultimate client satisfaction.

## Employment History

### Franchise Consultant at FranNet of South Carolina, SC

Feb 2023 - Present

- Successfully increased overall franchise sales by 25% within the first year, resulting in a revenue growth of \$1.5 million for FranNet of South Carolina.
- Implemented innovative marketing strategies that boosted lead generation by 40%, leading to the establishment of 15 new franchises across the state in just two years.
- Developed and conducted comprehensive training programs for over 50 new franchise owners, contributing to a 95% success rate and a significant improvement in franchisee satisfaction ratings.

### Associate Franchise Consultant at Franchise Creator SC, SC

Aug 2018 - Dec 2022

- Successfully increased overall franchise sales by 20% within one year, resulting in a significant boost in revenue for Franchise Creator SC, SC and its clients.
- Streamlined the onboarding process for new franchisees, reducing the time to launch by an average of 15%, enabling faster business growth and increased profitability for both franchisees and Franchise Creator SC, SC.
- Developed and implemented a comprehensive training program that increased franchisee satisfaction by 25% and led to a 10% increase in client retention rates.
- Conducted in-depth market research and analysis that identified new expansion opportunities, leading to the successful establishment of four new franchise locations within a two-year period.

## Certificates

### Certified Franchise Consultant (CFC)

Mar 2022

### International Franchise Association's Certified Franchise Executive (CFE)

Jun 2020

## Memberships