

Maryjayne Scoma

Regional Sales Manager

✉ maryjayne.scoma@gmail.com

☎ (870) 078-5080

📍 123 Maple Street, Detroit, MI 48226

Education

Bachelor of Business Administration in Sales and Marketing at University of Michigan, Ann Arbor, MI

Sep 2014 - May 2018

Relevant Coursework:
Marketing Strategy, Sales Management, Consumer Behavior, Digital Marketing, Market Research, Advertising, Brand Management, Integrated Marketing Communications, and Business Analytics.

Links

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

Skills

Salesforce proficiency

Market analysis

Relationship building

Negotiation expertise

Territory management

Presentation mastery

CRM utilization

Languages

English

Spanish

Profile

Results-driven Regional Sales Manager with 5 years of experience in optimizing sales strategies and maximizing profitability across assigned territories. Proven track record in developing strong relationships with key stakeholders, training high-performing sales teams, and identifying new business opportunities. Adept at analyzing market trends and implementing innovative tactics to drive revenue growth and exceed sales targets. Exceptional communication, negotiation, and problem-solving skills with a strong commitment to enhancing customer satisfaction and loyalty.

Employment History

Regional Sales Manager at Quicken Loans, MI

Feb 2023 - Present

- Achieved a record-breaking annual sales growth of 35% in the region, resulting in an additional \$12 million in revenue for Quicken Loans in 2019.
- Successfully expanded the regional sales team by 50%, recruiting and training over 20 new high-performing sales representatives, leading to a 25% increase in overall sales productivity.
- Implemented strategic partnerships with key industry players, generating over \$5 million in new business opportunities and contributing to a 15% market share increase within the Michigan region.

Assistant Regional Sales Manager at General Motors, MI

Aug 2018 - Jan 2023

- Increased regional sales by 15% in 2019, resulting in over \$20 million in additional revenue for General Motors in the Michigan region.
- Developed and implemented a new sales strategy targeting underperforming dealerships, leading to a 10% increase in their sales volume within six months.
- Successfully negotiated contracts with five new dealership partners in 2018, expanding General Motors' presence in the Michigan market and contributing to a 12% increase in regional sales that year.
- Led a team of 25 sales representatives to achieve 110% of their annual sales target in 2020, generating over \$50 million in revenue for the company.

Certificates

Certified Sales Leadership Professional (CSLP)

Jun 2021

Certified Professional Sales Person (CPSP)

Oct 2019

Memberships

National Association of Sales Professionals (NASP)