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## *Field Marketing Representative*

*Adept in recognizing marketing opportunities; Creative and energetic in exploiting them  
Skilled in the industry over-all from a solid background in insurance underwriting*

- *Specializes in B2B sales promotions*
- *Creates and implements marketing initiatives*
- *Promotes products through one-on-one training*
- *Builds solid client and agent relationships*
- *Brings a sound understanding of marketing principles*
- *Provides detailed campaign analysis*

### **PRODUCT SPECIALITY**

*All commercial and personal insurance products including: Property, General Liability, Auto Liability, Excess Liability, Inland Marine, Professional Liability, Workers Compensation, Reinsurance and Specialty Products Lines*

### **PROFESSIONAL EXPERIENCE**

Great American Insurance Group

*Senior Marketing Underwriter*

2003 – 2010

- Conducted B2B sales promotions with Independent Insurance Agents throughout the Mid-West.
- Trained agents on promoting insurance products through one-on-one training and group presentations
- Consistently maintained strong client relationships

American Financial Group (Great American Insurance Group)

*Regional Marketing Underwriter*

2002 – 2010

- Developed new accounts while maintaining relationships with existing customers
- Promoted B2B sales

Boston Insurance Company (Boston Financial Corporation)

*Senior Underwriting Specialist*

1994 – 2003

- Developed a strong knowledge of underwriting Property and Casualty Insurance
- Maintained a close relationship with agents in the Mid-West and Southeastern States
- Focused on maximum growth for maximum profitability and strong relationships with clients and agents

Boston Financial Corporation

*Senior Marketing Underwriter*

1994 – 2002

- Specialized in account development, selection and retention
- Performed underwriting services

### **EDUCATION AND PROFESSIONAL TRAINING**

Boston University, *Bachelor of Science in Psychology, Minor: Labor Relations and Business Marketing*

INS 21-23-23, Effective Negotiations, Time Management, Stellar customer Service, Targeted Selection, Excel, Microsoft Word