

Michael J. Criswell

2930 Giverny Circle, Tallahassee, Florida 32309 • 850.933.6728 • michaeljcriswell@gmail.com

PERSONAL SUMMARY

- An experienced professional with a successful career in Finance, Sales, Internet and Social Media marketing
- An effective manager with the skills to effectively train and motivate staff to operate at its greatest potential
- Fosters a strong proactive approach which has resulted numerous sales accreditations as well as promotions
- Possesses excellent communication and organizational skills; works well with others
- Excels in highly competitive environments where leadership skills are crucial

PROFESSIONAL EXPERIENCE

Bow Ties or Tutus – Tallahassee, FL

Owner/Managing partner

- Managing retail inventory to insure efficient buying habits for the store
- Scheduling appointments with contracted ultrasound technicians for prospective clients
- Managing day to day operations, customer service and improving client relations
- Build website and implement marketing strategies via social media to bring in new business and maintain current relationships with clients.

The Prestige Gallery – Tallahassee, FL

August 2013 – Present

General Manager, Finance Manager

- Leads and manages company's sales efforts, working closely with other salesmen to optimize productivity and improve overall customer experience
- Manages inventory to ensure business is adequately stocked with the appropriate product mix for its customer base
- Oversees internet and social media marketing, developing strategies to improve company brand recognition and increase customer touchpoints
- Financing (Indirect lending) – Helping clients financing by comparing interest rates through multiple sources to gain lowest interest rates in order to meet payment needs. Offering insurance, warranties etc. to insure unforeseen events.

North Florida Financial – Tallahassee, FL

June 2011 – July 2013

Financial Advisor

- Financial planning, retirement planning, life insurance, investments – Discussing possible changes in a client's current savings, retirement or any financial plan in order to help reach financial success by implementing products or financial vehicles to best suit client's needs and goals.

Prestige Infiniti – Tallahassee, FL

Aug 2008 – April 2011

Internet Manager/Sales

- Directed internet strategies for marketing and advertising – Built and implemented marketing products and strategies to drive sales and traffic. Participated in advertisement campaigns in order to give a better understanding to new and upcoming products and services.
- Managing Inventory – Kept record of automobiles being purchased and sold. Tracking statistics on which products were selling the best and at what rate and which products needed to be tweaked in order to appeal to the local markets.
- Created ads and images through Adobe photoshop – Built pamphlets, brochures, websites, and postcards to send to existing and prospective clients in order to give them insight as to what we offer and how it can improve on their everyday lives.
- Finance (limited experience at this point) – Assisted in indirect lending to help lower interest rates to achieve payment goals for clients.

Titus Sports Academy – Tallahassee, FL

Aug 2008 – Mar 2008

Champions Program Coach

- Trained young athletes across multiple sports – Was drafted by the Colorado Rockies organization out of high school, I used these skills and knowledge to help young athletes gain a competitive edge and skills necessary to move to the next level in their current sport.

Florida Department of Juvenile Justice – Tallahassee, FL

May 2005 – Aug 2006

Operations Management Consultant

- Fingerprinted DJJ personnel and providers – Ran background checks on current state employees to maintain quality assurance.
- Data Entry of demographic information – Recorded and organized statistics and Demographic data of all employees and inmates at detention centers around the State.
- *reason for leaving-returned to school

EDUCATION

Florida State University

Graduated 2009

Bachelor of Science in Sociology; Minors in Business and Psychology

INTERESTS

Golf, exercise, baseball (drafted by Rockies in 2004), football, business, spending quality time with family