

**ELIZABETH VINCUREK**  
**3519 Harvard Drive, Holiday, FL 34691**  
**(727) 939-9092**  
[lizr3@yahoo.com](mailto:lizr3@yahoo.com)

**OBJECTIVE:**

To serve as an integral player in an organization utilizing written/oral communications to stimulate business growth and increase profitability.

**QUALIFICATIONS:**

Client Base Development	Team Player	Leadership
Goal/Result Orientated	Marketing Campaigns	Event Planning
Organizational Skills	Computer Literate	Detail Oriented

**PROFESSIONAL EXPERIENCE:**

**MECHANICAL ENGINEERING INTERN** 2007-2008

**Conmed Linvatec**

Assisted manufacturing engineers with packaging and trouble shooting product. Implemented equipment/operator/product qualifications, engineering change orders and non conforming product reports on new/ existing product. Qualified and calibrated machinery for sealing. Designed tooling for new/exiting product. Researched and presented training material for ultrasonic welding, tubing sets, cannulas and dry docks. Administered all necessary tests for approving new/ existing products not limited to strain, strength, pull and leak testing. Responsible for changing solvent and hardware for E9000 tubing set, implementing cutting and measuring tools for diamond wheel, and refining many processes of production by implementing poka-yoke philosophy and training operators and staff.

**MERCHANDISOR** 2005 -2007

**Pennington Seed**

Assist customers in making the right choice in product. Stocking and arranging items according to plan-o-gram via Target, Wal-Mart, Lowes and Home Depot. Marketing product of the month or seasonal items. Conducted and taught product awareness classes at local locations for employees and customers. Responsible for returns, customer service and store inventory.

**MARKETING / SALES MANAGER** 1998- 2005

**Jackson National Life Insurance Company**

Provided marketing techniques to producers for which in turn were financially beneficial to all through inside/outside sales calls. Collected/evaluated market research information to improve client relationships with the goal of increasing sales, specializing in marketing and customer service. Conducted all aspects of event planning for all trade shows/seminars in addition to all travel arrangements for staff. Created specific marketing materials/promotional materials/activities at the national/regional level. Developed/implemented various marketing strategies to support operations, promote product recognition, and attract/retain clients, which included web, direct mail, email, fax, power point, media, and customized promotional campaigns. Created purchasing criteria and ordering system for successful client relationships, managed inventory and delivery. FL Life Insurance & Variable Annuity License.

**EDUCATION:**

**BS, Mechanical Engineering**, University of South Florida, Expected graduation Fall 2008  
**MBA, Marketing**, University of Sarasota

**ACHIEVEMENTS:**

**Provided** sales and marketing support to consistently exceed regional goals by implementing campaigns designed to increase loyalty and build word of mouth advertising.

**Result:** Policyholder retention rate for product line in the region was increased from 81% to 89%. Territory average was 85%.

**Collected and evaluated** market information in order to maintain and improve agent relationships with an ultimate goal of improving sales.

**Result:** Two year Agent Retention Factor increased to 52% from 40%, and sales from referrals increased 11% from 7%.

**Scheduled and planned** all events for road shows, continuing education and insurance seminars with creative advertising/marketing materials via a network of print media.

**Result:** Increased agents commissions from 4% to 12% through cross selling and repositioning.

**Recruited,** trained and managed agents using coaching methods on product knowledge, need satisfaction, selling skills and assistance with customer relations by group and one on one presentations.

**Result:** Sales reps exceeded regional quota by 11%, and sales increased 80% over previous year.

**Revamped** the process of hiring, training and scheduling hourly employees by establishing minimum criteria, defining tasks and recruiting in advance of actual needs.

**Result:** A 3-year turnover rate of zero percent for all employees.

**Created a joint venture** between a member of Cruise Industry and destination retailers, which served interests of both parties, by conducting individual presentations with high profile and appropriate business owners, and designing the necessary promotional campaign.

**Result:** Retail owners reported an average increase in sales of 37% versus the previous season.

**Planned and implemented** expansion of operations to increase territory sales, maintained agent loyalty through marketing support and customer relations.

**Result:** Increase in territory as well as an increase with existing client base sales from 12% to 25%.

**Instrumental** in initiating programs through event planning, while setting precedent for females to attend developmental camps for officiating throughout the United States.

**Result:** Increase to 6 developmental camps per year, including 3 Olympic developmental camps for women, from 0 developmental camps over the last 5 years.

**Pioneered and coordinated** advertising program for merchants throughout the state of AK, as well as designed material for sales promotion for such merchants through various marketing efforts.

**Result:** Increase in exposure of merchants, and sales increased over 40% over previous year.

