

Dedicated automotive professional, tertiary qualified in automotive marketing and business, and seeking to build a career in the Australian automotive industry. Broad experience gained through internships and industry involvement with leading automotive manufacturers including Lexus, Saab, Chrysler and Mazda. Highly professional with advanced technical and logistics skills and a breadth of automotive experience spanning fleet management; sales and marketing; launches and events; and service coordination. Personable, energetic and hard working.

"Alan personifies automotive professionalism and as Leader of Team Saab at the Canadian Institute's 2007 Motor Show was a credit to his college and industry." Bill Smith, Marketing Manager, Saab.

EXPERTISE

- Automotive Marketing
- Public Affairs
- Parts and Service
- Dealership Operations
- Automotive Technology
- Dealership Accounting
- Service /Aftermarket Operations
- Leasing / Finance / Insurance
- Client Relations
- Automotive Selling
- Business-to-Business Sales
- New Model Launches / Events

QUALIFICATIONS

Bachelor of Business - Marketing, University of Sydney, Australia, 2008

Business Administration - Automotive Marketing (Co-op) Diploma, Georgian College, Canada, 2007

Highly regarded specialist three year qualification incorporating three paid industry placements with leading automotive manufacturers and dealerships.

- Dean's List recipient with GPA 82%+ and honors across the last four semesters.
- Completed internships with Toyota, Lexus and Ace Rental.

Certified in Automotive Law and Ethics, Ontario Motor Vehicle Industry Council, 2007

This certificate permits the holder to sell motor vehicles within Ontario, Canada.

INDUSTRY HIGHLIGHTS

As **Corporate Affairs Intern with Mazda Canada** coordinated national media 'trial and drive program' and was credited with securing expansive media coverage in more than 50 features across national newspaper, magazine and TV.

As interned **Service Coordinator for Lexus** supported service operations for more than 100 dealerships nationwide and provided integral contributions to service standards and online support tools.

Entrusted with prestigious designation as **Leader of Team Saab** at the student-run '**Canadian Automotive Institute's 2007 Auto Show**'. This is Canada's largest automotive show.

Selected from a competitive field of more than 300 students to represent the Georgian College Automotive Program within the international **Icars Virtual Dealership Competition** in Germany.

Chosen as one of 12 college representatives supporting the **Automotive Journalist Association of Canada's (AJAC) annual "Test Fest"** in 2007.

Worked as **Chrysler representative** at the Canadian Automotive Institute's 2006 Auto Show.

TECHNOLOGY

MS Word ~ MS Excel ~ MS PowerPoint ~ MS Publisher ~ Internet & Email ~ Automotive Industry Applications.

PROFESSIONAL EXPERIENCE

LEXUS CANADA INC. - Interned Service Department Coordinator 9/2007 – 12/2007

As part of Lexus's corporate operations team supported nationwide dealership performance and outcomes through contributions to diverse corporate service functions. Under the direction of the Service Manager delivered campaign coordination; development and enhancement of service procedures; administration of service training; and fleet management. Secured exceptional feedback within internship evaluations with standing invitation to return.

- **Service:** Supported service operations for more than 100 dealerships nationwide to resolve service issues and warranty claims. Forged strong relationships with staff cross-functionally ensuring timely responses to service issues.
- **Change:** Ensured dealerships remained up-to-date with changes to repairs and service procedures through development of differentials booklets and upgrades to online materials. Coordinated service campaigns / bulletins for distribution nationwide.
- **Upgrade:** Translated more than 60 hard copy service manuals to digital format for usage in comprehensive online resource ensuring service centres had immediate remote access to service procedures and information via the Lexus intranet.
- **Fleet:** Maintained a fleet of 200+ service demonstration and management vehicles ensuring timely maintenance and repairs.

"With Alan's professionalism, commitment and work ethic, we would welcome him back again in the future"
B. Jones, Lexus Service Manager

ABC RENTALS - Management Intern 1/2006 – 4/2006

Result-focused position with this fast-paced automotive rental business supporting the continued growth and development of its rental operations. Based at one the chain's busiest outlets, operated across all areas of the business successfully displaying a mastery of skills in both business-to-business and consumer sales and consistent accomplishment of targets in insurance sales, corporate leads, vehicle upgrades, customer service, monthly reviews, and tests.

- **Sales:** Contributed to increased business revenues through strong skills in business-to-business sales and a proactive approach to relationship development with dealerships, body shops, and service centres.
- **Contracts:** Built insight into benefits and legalities of insurance agreements and contracts and delivered 70% insurance sales conversion rate, 20% above the daily target. Liaised and networked with both insurance companies and their clients.
- **Performance:** Successfully mastered diverse functions including reservations, contract administration, sales and fleet management. Seamlessly handled the service demands of one of the busiest rental stores in the company.
- **Results:** Developed skills in customer service, multi-tasking, sales and marketing in a fast-paced team environment. Received strong and positive results in internship evaluation with invitation to return following completion of studies.

"Alan has done absolutely everything that has been asked of him! We couldn't have asked for more"
A. Brills, General Manager, ABC Rentals

MAZDA CANADA INC. - Coordinator of Corporate Affairs 5/2005 – 7/2005

Multi-faceted position working under the direction of the Manager of Corporate Affairs promoting the Mazda brand and vehicle range through liaison with journalists across Canada. Personally managed complex logistics and scheduling of ongoing media 'Drive and Ride' events and the movement of media vehicles across the nation successfully generating comprehensive brand media coverage within more than 40 cross-media forums.

- **Media:** Successfully coordinated logistics of major cross-country media campaign liaising with journalists and media representatives to secure widespread media exposure. Gained highly regarded newspaper, magazine and TV coverage.
- **Fleet:** Maintained Mazda's asset security during on-the-road activities and 'Drive & Ride' events through highly effective scheduling and tracking of media vehicles.
- **Logistics:** Planned and coordinated 8 'Drive and Ride' Events overseeing all aspects of the events including promotion, catering, physical transportation, security, maintenance and delivery of media vehicles.

"I can favorably endorse Alan to any employer looking for a motivated and productive automotive professional."
A Jones, Corporate Affairs Manager

PROJECT SYNOPSIS

Alan came to me having just completed a business degree and was looking to enter the Australian automotive industry with an automotive manufacturer. Alan was highly motivated and personable and well aware that the number of automotive manufacturers in Australia was limited and the opportunities for graduates were few and far between and highly competitive to secure.

After talking with Alan in great depth about his background, and reviewing his current resume it was quickly evident that he had some distinct areas that would make him uniquely marketable in Australia to the automotive market. In particular he had recently completed a Business Administration - Automotive Marketing (Co-op) Diploma at the Georgian College in Canada. This qualification incorporated 3 paid intern placements with automotive manufacturers and the qualification and its direct industry experience component was something that was not offered by any Australian Colleges and thus was a unique offering that he could present to employers that his current business graduate peers couldn't match.

In line with this I developed his résumé to showcase this 'industry specific' qualification and intern experience, in concert with his recently completed Australian business degree. Whilst he had completed some brief casual work during his university studies this was not deemed to offer any value to his resume due to its duration and the fact that it would dilute the impact of his direct industry experience.

To showcase Alan I:

Profile: Developed an opening profile that immediately highlighted his tertiary qualifications in automotive marketing and business; internships with leading automotive manufacturers; and commitment to building a career in the Australian automotive industry.

Expertise: I utilised the Expertise Area to specifically showcase at a glance the direct and relevant automotive business skills he had gained through his past studies and internships. This was also to ensure the right keywords were built in to bolster his scanning results with recruitment agents and employers using scanning software.

Qualifications: I introduced the qualifications section next in the resume and succinctly described the Canadian Automotive qualification so that Australian employers could appreciate its potential value to their operations. I also included a couple of brief bullet points to highlight the fact that he was a Deans List recipient and to reinforce the internship component again.

Industry Highlights: Immediately following the qualification section I utilised an Industry Highlights section to give the employers a strong holistic 'one-stop-shop' outline of his industry experience gained through his internships, industry voluntary activities and studies. Within this area I showcased his selection as Leader of Team Saab at the student run Canadian Institute's Automotive Show, along with his selection for representation of the College in industry competitions. This all reinforced his "achievement" focus within his resume and was designed to capture employer interest and give opportunities to prompt discussion in interviews.

Employment: In the employment area I specifically focused on his internship experience and worked with Alan to identify distinct and quantifiable achievements. I reinforced these achievements with short bite-sized statements given by his past internship employers. These statements added both impact and validity to the claims he was making in his resume.

Results: Alan had exceptional results capturing employer interest with his resume despite the limited marketplace and said that some companies had called him in for an interview even though they didn't have any positions at that time just because of his resume. He is currently awaiting the results of a very positive second interview with an extremely well regarded luxury automotive manufacturer and is excited about his future.

PLEASE NOTE: The résumé has Australian spelling but is resized to letter sized paper for the judges convenience. The names and dates are all fictionalised.