

Susan Winchester

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Education

BS Business Administration
St. Louis University
CIC Commercial Lines Training

Work History

Midwest Insurance Company – St. Louis, MO (June 2005-Present)

Marketing Representative

Maintained full responsibility for all aspects of marketing activities for monoline workers' comp product.

Participated in strategy development initiatives. Penetrated previously untapped markets. Contributed to sales, account management, business development, and territory management tasks.

Accomplishments:

- Spearheaded the development of strategic plans that optimized revenue levels and increased market exposure.
- Played a key role in conducting market research utilizing stellar analytical skills.
- Conceptualized and introduced innovative marketing strategies that revitalized a dormant territory, which increased agency appointments by 60%.

The Hartford – Kansas City, MO (August 2001-June 2005)

Select Customer Sales Representative

Provided high level of support to marketing responsibilities. Handled all aspects of sales, business development, relationship management, and strategic planning. Provided top-notch customer service to a diverse clientele. Cultivated positive and enduring relationships utilizing well-developed communication skills. Researched and resolved customer inquiries in a timely manner.

Accomplishments:

- Led efforts to design marketing collateral for commercial lines insurance products.
- Introduced strategic marketing plans that increased revenue levels.
- Maintained sole accountability for growing existing customer base in a competitive market.
- Acknowledged as the top Territory Manager responsible for generating \$9 million in business in the Northern California Bay Area region.

API Group - Kansas City, MO (April 1997-August 2001)

Marketing Director (1999-2001)

Workers' Compensation Manager (1997-1999)

Managed all marketing and promotional efforts within the company. Executed sales, business development, and strategic planning initiatives. Supervised the team utilizing exceptional leadership acumen. Trained and coached employees in daily job tasks. Maintained a profitable book of business.

Accomplishments:

- Designed and distributed marketing materials.
- Played a key role in expanding client base and improving market share.