

Evelyn M. Dobarganes

4127 Bryant Street, Blasdell, NY 14219 - (716) 989-9594 - evelyndobarganes@yahoo.com

HIGHLIGHTS OF QUALIFICATIONS

Management professional with extensive portfolio of experience in: Marketing, Market Representation, Event Coordination, Account Management/Sales.

STRENGTHS

- Marketing Strategies & Campaigns
- Creative Team Leadership
- Product Positioning & Branding
- Web & Print Content Development
- Focus Group & Market Research
- Logistics and Planning Events
- Sales Collateral & Support
- New Product Launch

PROFESSIONAL EXPERIENCE:

Basil Ford – Cheektowaga, NY

9/2010 - 1/2011

Automotive Sales Consultant

- Responsible for highlighting vehicle features, gathering information, inspecting automobiles, comparing and contrasting competitive models and demonstrating the vehicle operations.
- Building customer rapport, qualifying buyers by understanding, interests and requirements of buyer and matching those interests and requirements to various models.
- Developing and maintaining relationships with new as well as existing customers, and responding to inquiries.
- Negotiating price; closing sales by overcoming objections; explaining provisions and financing.
- Demonstrating automobiles by explaining features, advantages and benefits; explaining services and warranties.
- Completing sales or purchase contracts; and providing sales management with weekly sales reports.

ResponseLogix – Houston, TX & Buffalo, NY

1/2009 - 7/2010

Senior Account Manager

- Developed and managed 65 accounts throughout 5 states
- Managed the process of setting accounts up through date of launch
- Liaison with all internal departments to ensure accounts were being activated in a timely and accurate manner
- Kept customers fully updated on activation progress
- Provided in-depth dealership training which included review of ResponseLogix products, services and cutting edge internet sales techniques for dealer success.
- Communicated to dealers the latest product enhancements and or changes
- Solve customer relations problems relating to any account activity
- Reviewed monthly ROI reports with General Manager of dealership
- Retention of existing accounts
- Up-sold and assisted in selling account

Gulf States Toyota – Houston, TX

4/2003 - 10/2008

Grassroots Marketing Manager – (3/06 – 10/08)

- Supported the process of creating and maintaining demand for Toyota and Scion vehicles, through grassroots events and marketing strategies.
- Support event communication working with Interactive Marketing and PR
- Maintained relationship between Gulf States Toyota and advertising agencies in activating grassroots events.
- Directly supervised and provided direction to Street Team employees who helped promote Scion and Toyota at events.
- Interviewed, hired and trained street team employees.
- Responsible for maintaining both Scion and Hybrid Budgets for Marketing Strategies.
- Track Event metrics and prepare monthly reports of Event activity
- Maintained Co-op program for Toyota Dealers in GST Region.

Market Representation Manager – (5/04 – 3/06)

- Analyzed existing markets, business opportunities, dealer performance and developed market representation standards, goals, and plans.
- Assisted dealers in processing buy/sell agreements, renewals of franchise agreements, ownership changes, general managers, facility actions, and any and all actions that affected the Toyota Dealer Agreements
- Worked with Market Rep staff to properly prepare all proposals for the renewal of Toyota Dealer Agreements.
- Coordinated with Area General Managers and District Teams to develop individual dealer action plans to correct existing deficiencies.
- Coordinated with various Motor Vehicle Commissions to ensure that Market Representation actions complied with state laws.

Business Management Manager – (5/03 – 5/04)

- Received and processed monthly financial statements for 145 dealers in Gulf States Toyota (GST) Region.
- Evaluated dealer financial performance and when appropriate, recommended remedial courses of action to improve profitability of dealerships through improved sales and management techniques and better use of capital.
- Maintained the computerized Business Management System and ensured dealer compliance, and provided performance data to designated managers within GST.
- Enhanced cross-functional coordination and expanded internal communications in GST. Provided comprehensive financial analyses to management and dealers.
- Created and maintained the Business Management Report, Dealer Business Update, and Working Capital Status Reports.
- Advised Director, Market Representation about the performance of new dealers, term agreement dealers, and under-performing dealers.
- Counseled under-performing dealers on a regular basis; focused on sales performance, control of costs, loss position, and capital deficiencies.
- Assisted the Managers in Market Representation prepare pro forma's as required.

Group 1 Automotive, Inc. – Houston, TX

12/1997 – 5/2003

Manufacturer Approval Manager – (3/99 – 5/03)

- Preparation of Manufacturer packages: Ownership changes, Buy/Sell, and General Management changes.
- Prepared pro forma for first year in business, operating plans, established new entity, EIN filings, set up floor plan with floor plan provider, coordinating the minutes authorizing acquisition/changes with legal department.
- Participated in the closing, which consisted of preparing the new and used car inventory schedules, fixed asset schedules, physical inventory of new and used vehicles and fixed assets, coordinated parts inventory service, prepared closing schedule and meeting with seller and attorneys to finalize the final agreed upon numbers.
- Notified the manufacturer that there has been a successful closing and submitted the remaining outstanding documents that could not be executed until closing,
- Gathered all pertinent data on potential acquisition candidates before pursuing.
- Maintained all acquisition closing files.
- Prepared and monitored construction budgets.
- Maintained F&I referral quarterly payments for all Group 1 dealerships.

Associate Manager, Investor Relations – (12/97 – 3/99)

- Reported to the CFO, Senior Vice President & Treasurer of a publicly held NYSE company.
- Prepared all SEC filings (10K, 10Q, 8K Annual Report and Proxy).
- Coordinated quarterly conference calls with Wall Street analysts, prepared PowerPoint presentations for road show presentations with Wall Street analysts and potential investors.
- Coordinated all travel and appointments for the road show, which sometimes consisted of up to 5 cities in 3 days.
- Interceded all calls related to investor relations questions with the media.

EDUCATION:

HCC – Houston, TX - Accounting

CERTIFICATIONS:

Great Managers Program – University of Toyota
Sales I & II Certification – Ford Motor Company
Google AdWords Certified