

SHARON GADBOIS

MARKETING & SALES

A competent leader with a background in developing and building quality relationships, communications, creative thinking and effective problem solving. Experienced in digital media, web technology, customer service /sales, event planning and finance. Self-starter; organized; goal-driven; results-oriented; and a team player.

JOB EXPERIENCE

New/Pre-owned Sales Consultant, AutoNation Cadillac [2017 – 2018]

Internet Sales Manager, AutoNation Cadillac [2017]

VIP Sales Manager, AutoNation Cadillac [2016 – 2017]

-- My Hashtag is: #CaddyLashes and my test drives are top-notch! --

- ◆ Sold over ½ million in equipment for the dealership in just four months
- ◆ Utilized X-Time, Compass, Equity Mining Tool and GM Lost Opportunity tools to find customers and build a database from scratch
- ◆ Demonstrating vehicles, going on test drives and negotiating terms of a sales menu, and then prepping sold vehicles for delivery by getting them inspected, gassed and cleaned up
- ◆ Respond to leads in a timely fashion, answer questions, provide information and help guide Customers throughout the car buying experience
- ◆ Transition Customers effectively from phone and internet contact to their in-store experience and then over to the Service Department to support their ownership experience
- ◆ Used a consultative selling process to match the best vehicle to the Customer needs
- ◆ Create a great vehicle delivery experience for the Customer
- ◆ Following up with Customers to ensure satisfaction
- ◆ Prospecting through referrals and other creative approaches
- ◆ Setting and achieving targeted sales goals
- ◆ Gaining superior product knowledge to effectively help Customers
- ◆ Providing an exceptional customer experience to drive loyalty

Marketing Consultant, G Co Group [2009 – Present]

- ◆ On Social Media Day South Florida 2015, gave a seminar that 75+ people attended on 'Using Instagram to Create Brand Advocates' and of those in attendance, 87% participated in an on-the-spot brand advocacy campaign that was launched at the onset of the presentation
- ◆ Coordinated and facilitated interviews with top real estate executives and leaders within the South Florida market
- ◆ On SocialChats.net, my #OpenHouse radio show was consistently the highest visited show throughout the week. We had 7 + thousand unique visitors coming to SocialChats.net every month
- ◆ Broadcasted at on-location appearances for various real estate clients who wanted to promote their business through radio, webtv, and social media
- ◆ Presented over 35 social media seminars during the Broward Biz Expos for startups, small business owners, entrepreneurs and other industry professionals The seminars were standing room only and attended by 100 + people per session
- ◆ Acquired 332 new targeted leads for a promotions company within 3 months via LinkedIn
- ◆ Connect and F.O.R.M. new leads into prospects and build trust. Convert prospects into paying customers through presentations
- ◆ Aggregate leads through internet marketing research, which results in new customers and revenue for the business
- ◆ Maintain an active presence by networking through social networking sites, organizations, community involvement and other groups to generate leads

VOLUNTEER

Marketing Consultant, **Female Development World Org** [Present]



KEY SKILLS -----|

- ◆ New/Pre-Owned Auto Sales
- ◆ Build Rapport Quickly
- ◆ Overcome Objections
- ◆ Driven

- ◆ The **unique ability** to sell a Honda and an Escalade in the same day
- ◆ **Proactively engage in relationships** with various departments for the betterment of customer satisfaction
- ◆ Build and **maintain positive relationships** with all customers, brokers, vendors and stakeholders of the business
- ◆ Experience with all social media platforms – **LinkedIn, Facebook, Twitter, Instagram, Foursquare, YouTube, Pinterest, Flickr, Tumblr, Blogging, Yelp, Periscope, and Hangouts**
- ◆ Exceptionally relentless with organization, follow-up and follow-through – **Calendar notification and reminder fanatic**
Self-motivated with **strong leadership skills and outstanding focus** on driving customer traffic with strategic initiatives

EDUCATION -----|

GM Certified, General Motors
Customer 1st Certified, AutoNation
Sales Menu Certified, AutoNation
OnePrice Certified, AutoNation

BS in Web Marketing, Art Institute
Project Mgmt Certification, FAU
Google Analytics, Google Online

CONTACT -----|

Email: sharongadbois@gmail.com

Web: sharonellscars.com

Direct: 561.562.7478

Instagram: #caddylashes

LinkedIn: @sharongadbois