



MICHAEL WILKINSON

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PROFILE:

Sales management professional offering a 7 + year background in business, finance, and management roles

Results-driven individual who exceeds revenue goals, quickly develops new accounts, and achieves high customer satisfaction ratings

Charismatic and persuasive business professional offering expertise in public speaking, advertising, sales, and marketing

Demonstrates a passion for building relationships, partnerships, and growing businesses

Extensive experience in delivering presentations, coaching/training fellow staff members, and lead generation

EXPERIENCE:

NATIONAL SALES MANAGER, ALTERNATIVE FINANCIAL SOLUTIONS - 2012-PRESENT

Successfully grew a commercial and residential loan brokerage from operating in a single province to now servicing both Canada & USA coast to coast

Built a number of strong, successful relationships with some of the largest lenders and brokers across North America

Successfully hired and trained sales professionals and lead generators across North America through the use of marketing, advertising, social media, as well as the sales cycle

Analyzed all applicants financial status, credit and property evaluation to determine feasibility of granting loans and mortgages

Conducts monthly and quarterly sales performance reviews with all staff members

Successfully manages all customer inquiries, complaints, and requests to ensure our customer service level is top-notch

Successfully manages all financial operations company-wide including marketing, staffing, and daily expenses

BRANCH MANAGER, EASY FINANCIAL, COBOURG, ONTARIO – 2011-2012

Managed all PL statements as well as all daily transaction files. This includes all accounting and budget-related material as well as cash management

Actively recruited and oversaw training for all new branch employees

Performed daily collection activities/Accounts Receivables

Planned and conducted lead generation, solicitation blitzes

Assisted and led calls with team members to establish sales and customer retention goals

Managed the fastest growing branch throughout Eastern Ontario and was recognized company wide as one of the top 5 fastest growing branches in Canada

Ensured that all policies and procedures were followed according to audit guidelines

ASSISTANT BRANCH MANAGER, CITIFINANCIAL, BELLEVILLE, ONTARIO - 2006-2011

Assisted in developing and presenting employee training

Performed daily collection activities - Accounts Receivable

Planned and conducted lead generation, solicitation blitzes

Educated customers on a variety of loan products and available credit options

Assisted senior-level credit officers with complex loan applications

Performed daily maintenance of the loan applicant database

Provided expert financial advice on mortgages, educational products and personal loans

EDUCATION:

Loyalist College – Business (Sales & Marketing) FAST-TRACKED - 2005-2007

AIB - MBA - Finance (Currently Enrolled - Completion date: 2015)

SKILLS:

Operations Management

Excellent Communication Skills

Staff Development

Supervision and Training

Customer Satisfaction

Marketing/Advertising

Fortune 500 company sales background

Financial Analysis

Dedicated, Motivated, Goal Driven

ACHIEVEMENTS:

Recognized as one of the top branches in Canada for growth

Successfully promoted 3 times to management within a two-year timeframe

Implemented several strategies that successfully increased sales and improved client retention rates

Consistently met and exceeded sales quotas throughout my career

Six Sigma Green Belt Certified

CAAMP Certified (Canadian Association of Accredited Mortgage Professionals)

Certified in First Aid & CPR