

LEANNE NIECE

24846 EILAT STREET WOODLAND HILLS, CA. 91367 lniece@hotmail.com (818) 599-5299

Executive Summary

I am a proven business leader whose skills and strategic thinking took a bottom 10 store out of 800 locations and in the span of 15 months became the #7 franchise in the chain. After three years of successfully owning my own company, I had sold my interest for double the purchase price. Since taking a brief sabbatical and becoming a Franchise Consultant I am looking for my next career move and success.

Key Business/Marketing Achievements

- ✓ Took 10th worst store in chain and made it a top producer
- ✓ Made top 50 list seven times, top 10 list twice and placed #7 in gross sales, 7/800 locations
- ✓ Doubled sales in 1st full year, taking sales from \$389,000 to \$784,000
- ✓ Received Customer Service Excellence Awards 2012, 2013 & 2014
- ✓ Established strong working relationships with local/national fleet customers, grew annual sales 20% asking customers for referrals
- ✓ Increased annual sales 30% by executing outside sales and customer loyalty program
- ✓ Responsible for 90% new business generation
- ✓ Effectively managed and maintained \$1.6 million in book of business
- ✓ Generated over \$800,000 in annual sales revenue in out of market territory, prior annual sales were \$110,000
- ✓ Implemented direct Mail programs and special section promotions in Classified Division, exceeding quota by 242%
- ✓ Initiated grassroots project in 2006 with Linkin Park's Non-Profit Music for Relief and Non-Profit American Forest which resulted in \$800,000 to date in fundraising dollars.
- ✓ Graduated 1st of class out of 19 Franchisee's
- ✓ One of three women owner/operators in state of California

Areas of Excellence

Strategic Planning • Business Development • Needs Assessment • Contract Negotiations
Staff Management and Training • Financial Forecasting • Operation Management
Budget Administration • Client Relations & Retention • Sales Cycle Management
Accounts Payable/Receivable • Process Improvement • Cost Reduction
Risk Management • P&L Management

Professional Experience

American Driveline Franchisee/Independent Franchisee Marketing Consultant 2011 to Present

- Talent for quickly assimilating business processes and apply leading practices
- Implemented strategies to assist with account growth and business development
- Closely monitored daily lead generation, conversions, close of sales, recorded phone calls
- Established a consistent pipeline of business
- Implemented pay per click & mobile advertising campaigns
- Analyzed and monitored digital data trends to optimize and drive sales performance
- Participated in quarterly regional co-op advertising media mix campaigns

- HR Responsibilities included onboarding and training staff to AAMCO's brand standards, off boarding employees/coordination of employee benefits
- Developed strategies to increase revenue for both Transmissions and Total Car Care in highly competitive marketplace
- Used persuasive selling skills to get customer to use my ideas to suggest their own solution
- Implemented bonus program to all employees both in front/back shop which increased sales and productivity.
- Sold Transmissions, maintenance repairs, preventative services and extended warranties
- Responsible for consolidating financials and month-end close
- Managed monthly, annual, long term financial forecasting and trending across business
- Managed accounts payable, receivable including general ledger reconciliation, review of all vendor invoices, Payroll, and prepared weekly business report to Franchisor
- Creation of ad hoc reports analyzing businesses financial performance
- Worked closely with Regional Manager and took direction daily

Make-up by Design Owner/Freelance Make-up Artist

2003 to 2011

- Managed and directed photo/video shoots/oversaw projects from concept thru execution
- Built clientele/repeat business by achieving customer satisfaction
- Designed and taught make-up application that represented latest fashion/color trends
- Developed a sales strategy to generate leads/sales within three business segments- 1. Wedding Category by targeting Wedding Planners/Bridal Associations, 2. Photographers by targeting Entertainment/ Photoshoots, 3. Event Planners/ Venues by targeting private events/parties

Media Sales

Cox Target Media	Account Executive	2002 to 2003
Los Angeles Business Journal	Account Executive	2001 to 2002
Los Angeles News Paper Group	Senior Account Executive	1996 to 2001

- Ability to take initiative and work independently to get job done
- Strong organizational and project management skills, ability to manage multiple projects and deadlines simultaneously
- Competed for advertising budget dollars, negotiated contracts, pricing and finalized agreements
- Interacted daily with CEO's, CFO's, VP's, Presidents, owners of small/large corporations/partners of Law Firms to determine their needs/priorities to develop advertising campaigns
- Prospected daily for new clients and effectively managed and maintained portfolios of existing client advertising base with company and increased sales in territory by 10% each month
- Successfully facilitated in person presentations to agencies and business executives
- Represented publication at community events and prospected the audience for new sponsors
- Effectively created and implemented digital media campaigns
- Successfully sold and coordinated event sponsorship packages for community events
- Aided in creation/development of sponsorship materials/packages that satisfied the marketing objectives of corporate sponsors

Professional Development

Pierce College	1997 to 2000 General Studies
Pierce College	2016 Currently Enrolled On-line Business Classes

Prep Cooks Test

Score / 20

Multiple Choice (1 point each)

D

1) A gallon is equal to ____ ounces

- a. 56
- b. 145
- c. 32
- d. 128

C

2) Mesclun are what type of vegetable?

- a. Roots
- b. Beans
- c. Salad Greens
- d. Spices

B

3) What does the term braise mean?

- a. Sear quickly on both sides
- b. Slowly cook in covered pan with little liquid
- c. Cook on high heat and quickly
- d. Slowly cook in simmering water

B

4) At what internal temperature must chicken be cooked so that it is safe to eat?

- a. 155 degrees F
- b. 165 degrees F
- c. 175 degrees F
- d. 185 degrees F

A

5) How do you blanche vegetables?

- a. Immerse for a short time in boiling water
- b. Cook lightly in butter over med heat
- c. Soak in cold water overnight
- d. Rub with salt before cooking

C

6) Which of the following ingredients would you pack before measuring?

- a. Olive Oil
- b. Salt
- c. Brown Sugar
- d. White Sugar

A

7) What is Al Dente?

- a. Firm but not hard
- b. Soft to the touch
- c. Very hard
- d. Very soft

C

8) Food should be left out no more than

- a. 2 hours
- b. 3 hours
- c. 4 hours
- d. 5 hours

Prep Cooks Test

C 9) Which is the improper way to thaw frozen food?

- a. In the fridge
- b. In a sink with cold water
- c. On the counter
- d. In the microwave

A 10) Which of the following can you use to put out a grease fire?

- a. Baking Soda
- b. Baking Powder
- c. Flour
- d. Water

B 11) What is the temperature range of the danger zone?

- a. 25-135
- b. 40-140
- c. 50-160
- d. 30-130

B 12) Which of the following is listed from smallest to largest?

- a. Dice, chop, mince
- b. Mince, chop, dice
- c. Chop, dice, mince
- d. Mince, dice, chop

C 13) Which direction should pan handles be turned while cooking on the stove?

- a. Over the fire at all times
- b. Turned towards you for better control
- c. Turned towards the right or left at all times
- d. Over the countertop at all times

C 14) When you poach something, you cook it with what?

- a. Noodles
- b. Vegetables
- c. Liquid
- d. Oil

C 15) Which spoon is used to remove fat from soups and stews?

- a. Basting Spoon
- b. Ladle
- c. Slotted Spoon
- d. Portion Spoon

b 16) Which of the following means to cook in a small amount of fat?

- a. Season
- b. Sauté
- c. Broil
- d. Boil
- e. Fry

A 17) What is a Julien cut?

- a. Food cut into long thin strips, matchstick
- b. Food cut into long thin strips then turned and cut into a 1/8' dice
- c. Food diced into finely chopped and uniform pieces
- d. Cutting and peeling into oblong seven sided football like shapes

A 18) To cook a food in a pan without browning over low heat until the item softens and releases moisture.

- a. Sweat
- b. Boil
- c. Roast
- d. Grill

Fill-in the Blank (1 point each)

19) Salt & pepper are the basic seasoning ingredients for all savory recipes.

20) chop : to cut into very small pieces when uniformity of size and shape is not important.

