

## X. PERRY ENCED

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**PROFILE** Financial manager with 10 years experience in sales, marketing, portfolio development and successful team leadership seeking Financial Markets Management position.

### SUMMARY OF QUALIFICATIONS

- Supervised marketing team of 20 consistently exceeding all organizational goals
- Restructured marketing plans strategically, advancing returns in excess of 25%
- Provided marketing support for Chief Financial Officer
- Developed monthly conferences covering financial risk management issues
- Maximized staff performance through career development, team training and goal setting
- Managed multiple projects simultaneously in fast paced environments
- Evaluated sales force and made adjustments to increase profitability

### FINANCE/MARKETING PROFESSIONAL EXPERIENCE

Falcon Financial Services, St. David's, PA

**Assistant Vice President of Marketing Services** 2003 – present

- Established quality improvement teams to improve inter-department teamwork
- Managed 2.5 million budget and monitored all department expenses
- Implemented a commission sales program which increased sales by 30%
- Provided portfolio development consultations for high level clients
- Supervised professional staff of 35

**Group Manager, Client Services** 2001 – 2003

- Trained and managed sales force and client service representatives
- Developed programs for Risk Management education
- Managed company's secured credit lines, market activity and interest rates

Southeastern Bank, Lancaster, PA

**Lease Finance Administrator** 1998 – 2001

- Arranged financing for transactions up to 1.5 million
- Negotiated major contracts and expanded sales presence by 25%
- Researched, compiled and prepared crucial data on market trends

### EDUCATION

Drexel University, Philadelphia, PA

**Executive Master's of Business Administration** August 2004

Finance and Marketing Concentration

Villanova University, Villanova, PA

**Bachelor of Science in Business Administration:** Finance May 1998

### ADDITIONAL INVOLVEMENTS

Financial Marketing Association of Greater Philadelphia

Philadelphia Chamber of Commerce

Volunteer: Walnut Street Theatre and Youth Basketball Coach