

MICHAEL SZEWCZYK

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PROFESSIONAL SUMMARY

Sales and marketing expert and outstanding performer in client relations and creative upselling within multiple industries. Adept at managing sales cycle, including prospecting and follow-up support. Skillful in advising clients on sales through multiple industries and processing applications, payments, and corrections. Resourceful and versatile professional with reputation for consistently achieving aggressive sales goals.

SKILLS

- Award-winning sales professional
- Life and health insurance products
- Proactive team player
- Top-rated sales performance
- Relationship development
- Sales and Marketing

WORK HISTORY

May 2023 - Current

Digital Sales Executive

Adler Social - Fort Lauderdale, FL

- Created and presented media and advertising packages to prospective customers.
- Used consultative sales techniques to pinpoint customers' advertising needs and close on short-term and long-term sales contracts.
- Developed sales leads and uncovered new business opportunities through prospecting and cold calling by making 300 - 400 calls per day.
- Developed strong relationships with advertisers and negotiated pricing following established procedures.

Jul 2021 - Apr 2023

Consumer Outreach Sales Specialist

Royal Caribbean International -
Pompano Beach, FL

- Created and implemented sales strategies to successfully meet company targets.
- Educated customers about product features and benefits to aid in selecting best options for each individuals' needs.
- Interacted with approximately 40 customers daily to provide personalized product guidance, resolve issues and open new accounts.
- Showcased product features to customers and discussed technical details to overcome objections and lock in sales.

May 2020 - Jul 2021

Insurance Broker

Self Employed Agent - Pompano Beach, FL

- Sought out new clients and developed client relationships through networking, direct referrals, lead databases and warm calling.
- Customized existing insurance programs to suit individual client needs by analyzing specific requirements.
- Placed 700-1000 outbound sales-related calls per week to meet individuals interested in purchasing insurance coverage.
- Recommended type and amount of coverage based on analysis of customers' circumstances using persuasive sales techniques.

Sep 2016 - May 2020

Senior Graphic Designer

Onboard Media - Miami, FL

- Drove \$900,000 revenue increase by designing multiple brochures and sales sheets for company's leading product line. Managed and provided creative direction for all internal sales projects, proposals and sales sheets.
- Managed up to 5 projects or tasks at any given time while under pressure to meet weekly deadlines. Provided proposal layout and design for multi-million-dollar contract under extremely tight deadline.
- Lead in design and development of proposal and business deck for Carnival Cruise Line contract renewal resulting in multi-year, multi-million-dollar deal for organization using PowerPoint, Keynote, Photoshop and Illustrator.

Jan 2010 - Aug 2017

Marketing Specialist

Integrity Promotions Group - Summerville, SC

- Created digital material and graphic designs that hit business objectives; increased sales 53% for local service business with comprehensive graphic design project that included logo, print, digital, advertising, and website.
- Increased credibility and client awareness by developing marketing collateral and presentations, public relations campaigns, articles and newsletters.
- Managed full-cycle marketing and advertising strategies including estimating costs, managing resource allocation and adjusting production schedules.

EDUCATION

Dec 2013

Bachelor of Science: Web and Graphic Design

Art Institute of Charleston | Charleston, SC

- Graduated summa cum laude

CERTIFICATIONS

0215 Life, Annuity and Health Insurance License | Licensed to sell insurance in 20 States