

Donna M. McCreery AIS AAI CIC

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INSURANCE SALES PROFESSIONAL

- Professional with a history of surpassing expectations
- Extensive knowledge and experience in the Raleigh Market
- Strong relationship building skills with customers and prospects
- Quick learner, motivated and driven to sell
- Dedicated, passionate hard worker; Reputation for professionalism
- Passionate focus on time management and attention to detail; team player

- Experience:**
- Account Executive**
10/2017 to 02/2018 High and Rubish Insurance Chapel Hill NC
- Managed agency accounts; wrote new business accounts
 - Preparing, presenting new business proposals
 - Built strong relationships with new and current clients
 - Effectively communicated with clients and prospects daily
- Sales Representative/Risk Manager**
07/2016 to 08/2017 SIA Group Clayton NC
- Direct sales of commercial insurance and risk management programs
 - Responsible for new business sales, cold calling, prospecting, quoting, proposal generation
 - Presentation of insurance and risk management proposals
 - Extensive sales training from various sources
- Sales / Marketing Manager**
03/2015 to 6/2016 Nationwide Raleigh NC
- Sold highest annual new business commercial sales in agency
 - Prospected by cold calling, in person prospecting, social media
 - Set up sales department process and prospecting program
 - New business sales, networking, maintaining account relationships
- Sales, Marketing and Service Manager**
10/2013 to 3/2015 Morris Insurance Raleigh NC
- Agency 4-year book of business doubled in one year
 - Highest annual new business sales total; increased by 150%
 - Consistently met or exceeded monthly sales goals
 - Analysis of needs, consultative sales

Director of Client Services

01/2012 to 06/2013 The Sorin Group Raleigh NC

- Developed and implemented sales plan for agency
- Aggressive campaign of prospecting, referral generation and networking
- Direct sales and client relationship development
- Analysis of clients and carriers – increased revenue by 30% negotiating changes to contracts; improving commission agreements

VP of Sales & Marketing

01/2011 to 01/2012 Business Insurers Chapel Hill NC

- Direct insurance and risk management program sales
- Provided sales and marketing resources for sales staff
- Prospecting/Cold Calling for Risk Management Services for Agency Owner
- Attended Certified Workers Compensation Designation Program

Marketing Manager

08/2002 to 11/2010 Senn Dunn Insurance/Wilson Ramseur Raleigh, NC

- Responsible for sales presentations with new and established clients
- Assisted in training young producers, finding clients needs
- Managed agency new business sales process including prospecting and proposal presentation
- Organized and led weekly sales meetings
- Doubled agency new business revenue in first year
- Extensive knowledge of products, rates and competitors, increased company bonus revenue by 50%

Education: Bachelor of Science Degree -Spanish/Business
Pennsylvania State University – State College PA
Pennsylvania State University Study Abroad program – Salamanca Spain

Certification: Property & Casualty Agents License
AAI – Accredited Advisor in Insurance
AIS - Associate in Insurance Services
CIC – Certified Insurance Counselor