

KARA BELLINA

CONTACT

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 5450 ELIZABETH, ST. LOUIS, MO

EDUCATION

BACHELOR OF SCIENCE
BUSINESS ADMINISTRATION // FINANCE
University of Missouri—Columbia | 2009

MASTER OF EDUCATION // COUNSELING
University of Missouri—St Louis | 2018

SKILLS

➤ PROFESSIONAL

- QUICK & EFFECTIVE RAPPORT BUILDING
- TERRITORY EXPANSION
- NEW BUSINESS DEVELOPMENT
- STRATEGIC PROSPECTING SKILLS
- MARKETING INSIGHTS
- CLIENT NEEDS ASSESSMENT
- CONTRACT NEGOTIATION
- OBJECTION PREVENTION & HANDLING

➤ PERSONAL

- POSITIVE & ENERGETIC
- EXCELLENT INTERPERSONAL SKILLS
- GOAL-ORIENTED
- HIGH LEVEL CRITICAL THINKING
- STRONG WRITTEN & VERBAL SKILLS
- CONFIDENT
- WILLINGNESS & NEED TO LEARN
- CREATIVE & INNOVATIVE
- APPROACHABLE
- FLEXIBLE & EASILY ADAPTS TO CHANGING PRIORITIES

PROFILE

Dynamic, enthusiastic business professional with proven success in sales, recruiting, and client services. Skilled in cultivating meaningful relationships with customers while creating lasting value for the organization. Accomplished team leader proficient in business development and territory expansion. Record of exceeding sales goals while increasing market share and profitability. Flexible, task-oriented problem solver able to adapt to changing priorities while keeping customer service as the #1 priority. Grasps and applies complex financial and business marketing concepts.

PROFESSIONAL EXPERIENCE

ADMISSIONS COUNSELOR

Webster University // Saint Louis, Missouri // 2014 – 2017

Established strong relationships with students while generating top enrollments for the University. #1 producer of new students in department. Developed quick rapport & maintained key relationships.

- Rejuvenated communication plan by creating new, data-driven tools and campaigns delivered to students and prospects
- Lead Admissions team by guiding three new counselors, growing the admissions counselor's role, and improving team dynamics
- Generated highest rate of enrollments within designated campus, pushing over 75% of prospects to enrolled students
- Analyzed data to identify potential areas for increased enrollment revenue, and aggressively widened outreach efforts
- Maintained effective communication with prospects, working with students on a personal level through enrollment
- Designed and implemented effective marketing strategies and materials for events and college visits
- Proposed and executed new recruiting strategies, working proactively to gain visibility in new settings

FINE WINE SALES REPRESENTATIVE

Major Brands // Saint Louis, Missouri // 2009 – 2013

Managed key customer accounts selling high-end wine and spirits. Sold priority products with complex features to diverse customer types.

- Grew book of business to \$1.3M outperforming initial sales projections by 11% with company's top accounts
- Took initiative – motivated self-starter working effectively with minimal supervision or daily management
- Lead dinners, educational trainings, and events, presenting technical information to groups in exciting and creative ways
- Successfully brokered deals in largest and highest priority territory statewide during most important Q4, earning 17% salary bonus
- Independently created personalized proposals, buy-in documents for purchasers—signature tools that produced confidence and trust
- Frequently worked outside business hours to build territory & rapport