

Marie M Woodard

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Sales and Marketing *with Style*

Dynamic sales leader with extensive outside sales, management and marketing experience.
Success with both large and small companies. Experience in Healthcare, Finance, Fashion and Education.

Professional Experience

My Marketing Professional LLC

MarieWoodard.com 2016 – Present

CMO to Go for business owners who want marketing on a part time basis. Services focus on Sales Coaching, Networking, Branding, Social Media, Image and Style.

Owner, Consultant

Keystone Pharmacy, Grand Rapids, MI

KeystoneRx.com 2009 – 2017

Responsible for increasing the volume of compounded medications prescribed through the pharmacy, and all aspects of marketing. Work closely with pharmacists and lab managers to create sales integration tools and education strategies.

Direct sales to physicians, support staff, patients
80% sustained growth in adverse market
Achieved leader position in industry (MI)
Social Media and Web marketing

Director of Marketing

Brand development and promotion
Create and produce all marketing literature
Develop and execute seminar series
E Newsletter, customer survey and special events

Byron Bank, Byron Center, MI

(Chemical Bank) 2007

Implemented business development initiatives including; lead management, prospect research and sales presentations. Effectively qualified new prospects and coordinated initial meetings with appropriate banker, increasing close rate and generating inter departmental referrals to maximize customer integration and retention with Byron Bank.

Increased CPA referral rate by 45%.

Vice President Business Development

Initiated CRM tools, built shared database

Paychex, Inc., Grand Rapids, MI

Paychex.com 1997 – 2006

Managed 7 sales representatives and 1 administrative assistant, responsible for recruiting, hiring, training and coaching my team to overachieve both unit and revenue based sales goals. Achieved a 20% increase in district ranking first year. 9 years as Sales Representative, payroll and human resource management services sales to small and mid-sized business owners, closing 10-15 new clients monthly.

Ranked top 4% of sales reps (1100+) nationally
Earned 3 Circle of Excellence Awards and 4 Conferences
Increased revenue and retention with intra-team referrals

District Sales Manager

9 years B2B sales success
60% Close Rate
Highest referral rate from CPA's nationally

Davenport University, Kalamazoo, MI

Davenport.edu 1987 – 1997

Responsible for increasing student enrollment from both High School and Community Education programs throughout my Southwest MI territory. Created and marketed classroom talks on career education transitions for students.

Delivered up to 6 public speaking engagements daily
Developed Career and Financial Planning strategies

Admissions Representative

Managed territory of 120 schools
95% teacher clients rebooked annually

Herpolsheimer's, Grand Rapids, MI

Managed all business aspects including staffing, security, merchandising, receiving, sales, budgeting and maintenance.

Store Director

Education

Davenport University

Grand Rapids & Kalamazoo, MI

BA Marketing/Management, 1994

AS Fashion Merchandising/Retail Management, 1981