

# Amy Boynton

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1000 SE 94TH AVENUE, VANCOUVER, WA 98664

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RESUME

## EXPERIENCE

**POSITION:** Independent Agent, Aflac Inc.

**JAN 2008 – PRESENT**

### RESPONSIBILITIES • SALES AND ACCOUNT SERVICE

Resolving a number of difficult situations per the current US medical, insurance, and finance systems prompted my decision to use my position and MBA tools to educate people about health risk. My partner of 20 years was disabled several years back, so after completing my MBA I began the search for a new career. This eventually led to my appointment with Aflac as an independent agent and health benefits analyst. The current state of affairs in US healthcare has deteriorated such that over 65% of the 2 million US bankruptcies filed annually are traceable to medical debt; over 75% of these people had health insurance at onset of the condition.

### CAPABILITIES

#### INDEPENDENT AFLAC AGENT, MCCREERY DISTRICT, BEAVERTON, OR

- ▶ Top Rookie Sales Agent: McPhee Region, McCreery District, 2009
- ▶ AFLAC Triple Crown Sales Award 2009: Benchmark for Superior New Agent Achievement (1 of 2 in region, 2009)
- ▶ Strategic Sales Planning: Targeted executive-level sales leads; Created tactical sales approach to generate appointments
- ▶ Developed Lead-Specific Sales Approach and Materials: Effective client presentations; High closing ratios of accounts and sales
- ▶ Market Acumen: No paid sales leads; Organic development of business network across diverse sectors
- ▶ Networking Skills: Excellent track-record of targeting, engaging, signing, and administering new accounts
- ▶ Presentation Skills: Produced high-quality materials for presentations in diverse markets: B2B; B2C; and B2G
- ▶ Sales Performance: New cold-call accounts: 14 / 12 months; New Annualized Premium > \$100,000K / 12 months
- ▶ Sales Closing Ratios: Top rookie agent in region; Superior closing ratios: Accounts; Employee Sales; Annualized Premium

#### RESEARCH & ANALYSIS: HEALTHCARE COST AND INSURANCE INDUSTRY

- ▶ US Healthcare Industry: Sales; revenues; loss ratios; employee benefits; business models; cost/risk analysis; ethics; market trends
- ▶ Market Research: Systems effect of escalating health care costs on US economy and competition

**POSITION:** Sims Boynton | SBP

**JAN 1983 – DEC 2007**

### RESPONSIBILITIES • DIRECTOR OF OPERATIONS & MARKETING

My experience as operations director for a nationally recognized photographer provided exposure to virtually every industry and market sector. I mobilized the project logistics on hundreds of advertising and corporate communications assignments, shot on location in over 32 states and 15 countries at the facilities of our Fortune 500 clients. The rapid-fire demands of producing a quality product in diverse settings with shifting/competing priorities equipped me to process information quickly, and to adapt accordingly. I developed methodologies to accurately dissect and resolve problems under pressure, building a track record of managing projects that exceeded client expectations, consistently implemented within time and budget commitments.

### CAPABILITIES

#### OPERATIONS AND ACCOUNT MANAGEMENT

- ▶ Managed photo assignments on location at national & global facilities of Fortune 500 companies.
- ▶ Team Liaison: Creative talent search; Team assembly for assignments; Built network of local and national subcontractors and vendors
- ▶ Logistics: Organized and projects and teams; Point-to-point logistics; Project workflows; Internal process and production controls
- ▶ Account administration: Client liaison; Sales presentations; CRM, Estimates and proposals; Contract negotiations; Billing and collections, Real-time expense tracking; Risk management; Troubleshooting

#### MARKETING

- ▶ Strategic Marketing Campaigns: Developed solution-oriented initiatives/materials to target and reach executive-level sales leads
- ▶ Marketing Collateral and Distribution: Concept, copywriting, and production of targeted portfolios and promotional collateral
- ▶ Research, Copywriting, Editing: Company website and promotional material (www.simsboynton.com)

#### FINANCIAL ADMINISTRATION

- ▶ Proposals: Responsible for preparation/revisions/approvals of cost estimates for Fortune 500 projects
- ▶ Financial Supervision: Responsible for project scoping, competitive bids, & obtaining estimates from subcontractors/vendors
- ▶ Project Tracking: Responsible for overseeing multiple project deadlines & budgets while maintaining quality standards
- ▶ Asset Management: Copyright sale & transfer, licensing agreements, contract negotiations and transferral of assets

#### RESEARCH & ANALYSIS: BUSINESS NETWORKS AND COMMUNICATIONS

- ▶ Industry Analysis: Advertising, & corporate communications; Relationships and best-practices in sustainable business networks
- ▶ Research: Organizational change; Transparency & information exchange; Impact of technology on innovation; Social network protocols; Cross-channel message delivery; Strategic alliances and relationships; Environmental sustainability in competitive business initiatives

#### CASE STUDIES AND REPORTS

- ▶ American Express Marketing Report; MBA Case study, 2003
- ▶ Apple Computer in the Music Industry; MBA Case study, 2005
- ▶ Google Strategic Report; MBA Case study, 2007
- ▶ Sims Boynton Print Collateral, Website Development, & Corporate Presentation; 2006
- ▶ National Survey Design & Implementation: Sample, questionnaire, and analysis: "Marketing & Corporate Communication Environment 2006"
- ▶ Published: Articles in Media Inc., Pacific NW Trade Magazine covering media trends & best-practices. (Issues 3 & 4; 2005)

## EDUCATION

State-Licensed, Life, Health, and Disability Insurance: WA OR TX; 2008-2010

Master of Business Administration: Marylhurst University, Portland, Oregon, 2003-2007

Bachelor of Fine Arts in Design: University of Houston, Houston, Texas; magna cum laude

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# REFERENCES

## CLIENTS

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AMB; AMERICAN AIRLINES; APPLIED MATERIALS; BAKER HUGHES; BAYLOR COLLEGE OF MEDICINE; BOEING; BONNEVILLE INTERNATIONAL; BROWN & ROOT; CENTEX; CLOROX; CHEVRON; COLDWELL BANKER; CORNING; CONSERVATION INTERNATIONAL; DOW CHEMICAL; EASTMAN KODAK; FAST COMPANY MAGAZINE; FEDEX; FLUOR DANIELS; FORMICA; FRENCH TOURIST BUREAU; GENERAL MILLS; GERALD D. HINES; GEORGIA PACIFIC; GREYHOUND; HOME SAVINGS OF AMERICA; HOMESTAKE MINING; HONEYWELL; IBM; ITT; JELD-WEN; JOHN DEERE; KNIGHT RIDDER; LANDOR; MCKESSON; MOHAWK PAPER; NRG ENERGY; NOVELL; PANAMSAT; PEPSICO; POTLACH; SATURN; SIEMENS; SIMPSON PAPER; STERLING SOFTWARE; TEXAS INSTRUMENTS; TENNECO; 3M CORP.; TIMES MIRROR; TRAMMEL CROW; TRW INC; UNOCAL; USPCI; U.S. WEST

## REFERENCES

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<u>Lynn Brown</u>	Marylhurst University; Director, Career Services	<i>Coordinator, MBA Internship Capstone</i>
	17600 Pacific Highway, Marylhurst, OR 97036 503 699-6271 lbrown@marylhurst.edu	
<u>Barry Bennett, J.D.</u>	Bonneville Power Administration	<i>MBA Professor, Ethics</i>
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<u>Duane McCreery</u>	Aflac Inc.; District Sales Coordinator	<i>Aflac District Sales Coordinator</i>
	9725 SW Beaverton-Hillsdale Hwy. #320, Beaverton, OR 97005 503 267 4495 duane_mcCreery@us.aflac.com	
<u>Don Jones PC</u>	Jones & Bauer, LLP; Owner	<i>Personal CPA &amp; financial advisor</i>
	127 W Travis, La Grange, TX 78945 713 962-8549 don@donfjones.com	
<u>Geoff Kane</u>	PrimeLending; Mortgage Banker	<i>Personal mortgage banker and Aflac client</i>
	5101 NE 82ND Ave #103 Vancouver, WA 98662 360 449-8013 gkane@primelending.com	

## WORK SAMPLES

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Examples of work: PDF downloads available at my website:  
[www.amyboynton.com](http://www.amyboynton.com)

Research, analysis, and copywriting produced for internal website ([www.simsboynton.com](http://www.simsboynton.com))  
PDF downloads: <http://homepage.mac.com/simsboynton/FileSharing4.html>