

EXPERIENCE

POSITION: Independent Insurance Agent, AFLAC Inc

JAN 2008 ~ PRESENT

RESPONSIBILITIES • MARKETING & SALES • CLIENT & ACCOUNT SERVICES

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)
- › Marketing Achievement: 12 New cold-call accounts ~ 9 months; \$100,000K New Annualized Premium ~ 11 months
- › Strategic Sales Planning: Targeted executive-level sales leads; Created tactical sales approach to land initial appointment; Developed lead-specific promotional materials; Effective sales approach/client presentations w/ high closing ratios
- › Market Acumen: Rejected telemarketer concept/use; No sales activity originated from paid sales leads/purchased sales appointments
- › Excellent Connection Skills: Track-record of targeting, engaging, signing, and administering new accounts
- › Excellent Presentation Skills: Produced materials/conducted presentations for diverse markets: B2B, B2C, B2G, one-on-one
- › Superior Closing Ratios: Highest Regional/District sales percentages; per account / per prospect

RESEARCH & ANALYSIS: INSURANCE • HEALTHCARE TRENDS

- › Market Research: Systems effect of escalating health care costs on competitive position of U.S. market vs global competitors
- › Industry Comps: Sales, revenues, loss ratios, claims management, business models, reputations, cost/risk analysis, ethics
- › Market Trends in U.S. Healthcare: Employee health benefits planning; Small-business sector; Review of resource allocation

POSITION: Sims Boynton | SBP

JAN 1983 ~ DEC 2007

RESPONSIBILITIES • DIRECTOR OF MARKETING AND OPERATIONS

CAPABILITIES

My experience as marketing and operations director for a nationally recognized photographer provided exposure to virtually every industry sector. I oversaw project operations for advertising & corporate communications assignments, shot on location at the national and global facilities of our Fortune 500 clients. The rapid-fire demands of producing a quality product across diverse environments that had shifting/competing priorities equipped me to process incoming information quickly. I developed methodologies to accurately dissect & resolve problems under pressure, building a track record of managing projects to exceed client expectations, consistently executed within the time & budget commitments.

CLIENT AND ACCOUNT SERVICES

- › Production: Organized & scheduled photo assignments on location at national & global Fortune 500 facilities
- › Team Liaison: Creative talent search & project team assembly (local & national vendors & subcontractors)
- › Logistics: Organize & prioritize schedules, Point-to-point logistics, Problem resolution, Project workflow management

MARKETING AND PROMOTION

- › Strategic promotional campaigns: Solution-oriented procedures & materials to reach targeted group of executive-level sales leads
- › Marketing Collateral: Conceived, produced, edited, targeted and distributed promotional materials to prospects
- › Copywriting: Research, copy, and editing for internal promotions
- › Research & development of solution for company website, www.simsboynton.com

PRODUCTION AND LOGISTICS MANAGEMENT

- › Client Services & Support: Account administration; Initial promotional presentations; Cost estimates/budget proposals; Contract negotiations; Production & expense tracking; Change-order approvals; Billing, documentation, & collections
- › Internal Controls: Defined process & production controls; Troubleshooting; Risk management & issue resolution

FINANCE AND 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, & asset transferral

RESEARCH & ANALYSIS: BUSINESS • CULTURAL COMMUNICATIONS

- › Industry Analysis: Advertising, & corporate communications; Networks dynamics & best-practices for business sustainability
- › Research: Organizational Change; Open Networks; Transparency & information exchange; Impact of technology on innovation/marketing; Cohesive message delivery across channels; Protocols in social networks; Strategic role of relationships in successful change campaigns
- › National Survey: Design, sample, questionnaire, implementation, & results measurement, "Marketing & Corporate Communication Environment 2006"

CASE STUDIES AND REPORTS

- › American Express Marketing Report; MBA Case study, 2003
- › Survey Design & Implementation; MBA Case study, 2005
- › Google Strategic Report; MBA Case study, 2007
- › Sims Boynton Print Collateral, Website Development, & Corporate Presentation; 2006

EDUCATION

State Insurance License: Life, Health, & Disability, WA OR TX; 2008-2009

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

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

Amy Boynton

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REFERENCES

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Lynn Brown, Director of Career Services, Marylhurst

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503 699-6271
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Internship coordinator for MBA capstone

John Briant, Domaine Selections

306 SE Ash St., Portland OR 97214
503 231-9555
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Business owner & AFLAC client

Duane McCreery, AFLAC, Inc.

9725 SW Beaverton-Hillsdale Hwy. STE 320, Beaverton OR 97005
503 267-4495
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AFLAC District Sales Coordinator

Don Jones PC, Jones & Bauer, LLP

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713 962-8549
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Personal CPA & financial advisor

Geoff Kane, Golf Savings Bank

7720 NE Vancouver Mall Dr. STE 120, Vancouver WA 98662
360 449-8013
gkane@golfsavingsbank.com

Personal mortgage banker & Aflac client

Joe Guertin, (FORMER) Director Marketing Communication, TRW, Inc.

1965 Mornington Lane, Cleveland Heights, OH 44106
216 321-5003
joeguertin@adelphia.net

Sims Boynton SBP - corporate client/account

WORK SAMPLES

Examples of work: PDF downloads available at my website:

www.amyboynton.com

Research, analysis, and copywriting produced for internal website (www.simsboynton.com)

PDF downloads: <http://homepage.mac.com/simsboynton/FileSharing4.html>

Unofficial Transcript for: Amy Boynton

Division: GRADUATE

	Attempted Credits	Earned Credits	GPA Credits	Quality Points	GPA
Transfer	0	0	0	0	0
Local	46.00	46.00	43.00	168.01	3.9072
Career	46.00	46.00	43.00	168.01	3.9072

Winter 2007

Course	Title	Grade	Repeat	Attempted Credits	Earned Credits	GPA Credits	Quality Points	GPA
MGT 594	MBA Internship	P	-	3.00	3.00	0	0	
Term Totals:				3.00	3.00	0	0	0
Career Totals:				46.00	46.00	43.00	168.01	3.9072

Fall 2006

Course	Title	Grade	Repeat	Attempted Credits	Earned Credits	GPA Credits	Quality Points	GPA
MGT 526	Strategic Planning	A-	-	3.00	3.00	3.00	11.01	
Term Totals:				3.00	3.00	3.00	11.01	3.6700
Career Totals:				43.00	43.00	43.00	168.01	3.9072

Summer 2006

Course	Title	Grade	Repeat	Attempted Credits	Earned Credits	GPA Credits	Quality Points	GPA
MGT 515	Business Law	A	-	3.00	3.00	3.00	12.00	
Term Totals:				3.00	3.00	3.00	12.00	4.0000
Career Totals:				40.00	40.00	40.00	157.00	3.9250

Spring 2006

Course	Title	Grade	Repeat	Attempted Credits	Earned Credits	GPA Credits	Quality Points	GPA
FIN 513 S	Financial Management	A	-	3.00	3.00	3.00	12.00	
Term Totals:				3.00	3.00	3.00	12.00	4.0000
Career Totals:				37.00	37.00	37.00	145.00	3.9189

Winter 2006

Course	Title	Grade	Repeat	Attempted Credits	Earned Credits	GPA Credits	Quality Points	GPA
MGT 534 E	The Global Marketplace	A	-	3.00	3.00	3.00	12.00	
Term Totals:				3.00	3.00	3.00	12.00	4.0000
Career Totals:				34.00	34.00	34.00	133.00	3.9118

Fall 2005

Course	Title	Grade	Repeat	Attempted Credits	Earned Credits	GPA Credits	Quality Points	GPA
MGT 536 E	E-Business Strategies	A	-	3.00	3.00	3.00	12.00	
Term Totals:				3.00	3.00	3.00	12.00	4.0000
Career Totals:				31.00	31.00	31.00	121.00	3.9032

Summer 2005

Course	Title	Grade	Repeat	Attempted Credits	Earned Credits	GPA Credits	Quality Points	GPA
MGT 518 A	Statistics for Managers	A-	-	3.00	3.00	3.00	11.01	
Term Totals:				3.00	3.00	3.00	11.01	3.6700
Career Totals:				28.00	28.00	28.00	109.00	3.8929

Spring 2005

Course	Title	Grade	Repeat	Attempted Credits	Earned Credits	GPA Credits	Quality Points	GPA
MGT 530 A	Ethical Decision Making	A	-	3.00	3.00	3.00	12.00	
Term Totals:				3.00	3.00	3.00	12.00	4.0000
Career Totals:				25.00	25.00	25.00	97.99	3.9196

Winter 2005

Course	Title	Grade	Repeat	Attempted Credits	Earned Credits	GPA Credits	Quality Points	GPA
MKT 541	New Product Development	B+	-	3.00	3.00	3.00	9.99	
				Term Totals:	3.00	3.00	9.99	3.3300
				Career Totals:	22.00	22.00	85.99	3.9086

Fall 2004

Course	Title	Grade	Repeat	Attempted Credits	Earned Credits	GPA Credits	Quality Points	GPA
MKT 545	Marketing Research	A	-	3.00	3.00	3.00	12.00	
				Term Totals:	3.00	3.00	12.00	4.0000
				Career Totals:	19.00	19.00	76.00	4.0000

Summer 2004

Course	Title	Grade	Repeat	Attempted Credits	Earned Credits	GPA Credits	Quality Points	GPA
MGT 565 PM	Project Management	A	-	1.00	1.00	1.00	4.00	
				Term Totals:	1.00	1.00	4.00	4.0000
				Career Totals:	16.00	16.00	64.00	4.0000

Spring 2004

Course	Title	Grade	Repeat	Attempted Credits	Earned Credits	GPA Credits	Quality Points	GPA
INT 567	Writing Persuasively: Study/Practic	A	-	3.00	3.00	3.00	12.00	
				Term Totals:	3.00	3.00	12.00	4.0000
				Career Totals:	15.00	15.00	60.00	4.0000

Winter 2004

Course	Title	Grade	Repeat	Attempted Credits	Earned Credits	GPA Credits	Quality Points	GPA
ORG 563	Organizations of Continual Learning	A	-	3.00	3.00	3.00	12.00	
				Term Totals:	3.00	3.00	12.00	4.0000
				Career Totals:	12.00	12.00	48.00	4.0000

Fall 2003

Course	Title	Grade	Repeat	Attempted Credits	Earned Credits	GPA Credits	Quality Points	GPA
ORG 565	Org Effectiveness in Turbulent Org	A	-	3.00	3.00	3.00	12.00	
				Term Totals:	3.00	3.00	12.00	4.0000
				Career Totals:	9.00	9.00	36.00	4.0000

Summer 2003

Course	Title	Grade	Repeat	Attempted Credits	Earned Credits	GPA Credits	Quality Points	GPA
MGT 522	Valuing Hum Capital, A Systems Pers	A	-	3.00	3.00	3.00	12.00	
				Term Totals:	3.00	3.00	12.00	4.0000
				Career Totals:	6.00	6.00	24.00	4.0000

Spring 2003

Course	Title	Grade	Repeat	Attempted Credits	Earned Credits	GPA Credits	Quality Points	GPA
MKT 540 A	Marketing Management	A	-	3.00	3.00	3.00	12.00	
				Term Totals:	3.00	3.00	12.00	4.0000
				Career Totals:	3.00	3.00	12.00	4.0000