

JENNIFER PETRAITIS

ACWORTH, GA

733 621 5908

JPETRAITIS07@GMAIL.COM

My journey has been marked by roles that reflect a dedication to excellence and customer-centric values. From cultivating relationships as a Business Development Representative to optimizing operations as an Operations Specialist and beyond, my experience showcases my commitment to achieving goals and ensuring client satisfaction. While my roots are in the automotive industry, I'm open to embracing new opportunities outside this realm. With a diverse skill set, shaped by experiences like capturing the excitement at the drag strip and actively participating in race car projects, I'm ready to contribute to a dynamic and growing company. Whether it's fostering connections, streamlining operations, or driving business development, I am excited to explore fresh challenges and bring a personal touch to making a meaningful impact in any professional landscape. Open to relocation or a hybrid/remote position, I am eager to embark on a new chapter that aligns with my passion and dedication.

- Relationship Cultivation
 - Expertise in optimizing operations and managing rebate programs
 - Building and maintaining strong working relationships
 - Account reconciliation, rate negotiations, and managing incentive programs
 - Project Management
 - Cross-Selling/Up-Selling
 - Expert knowledge of vehicle systems and components
 - Result-Driven Mindset
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PROFESSIONAL EXPERIENCE

Digital Media Specialist, February 2024 - Current

Finish Line Consultants - contract

I excel in creating engaging and impactful digital experiences tailored to the high-octane world of drag racing. With expertise in social media, photography, and web development, I bring a multifaceted approach to content creation and digital marketing, connecting with motorsports enthusiasts and driving meaningful engagement through compelling visuals and strategic content.

- Social media management including substantial growth on platforms such as Facebook & Instagram.
- Event photography focused on the Pro Modified class within NHRA.
- Website Development & Maintenance: Proficient in building, designing, and maintaining websites for racing teams and events, ensuring optimal performance and user experience. -Shopify website: www.nhrapromods.com
- Project Management: Experienced in planning and executing digital projects related to NHRA Pro Mod, collaborating with teams, and managing timelines and deliverables.

Business Development Representative, May 2023 - December 2023

Power Automedia

Focusing on generating new leads and opportunities for the company by prospecting, qualifying potential clients, and initiating initial contacts, ultimately contributing to the growth and expansion of the business.

- Cultivated and nurtured strong relationships with end users to successfully achieve goals.
- Proactively reached out to qualify leads through a strategic combination of outbound calling and social media outreach.
- Formulated and presented compelling content strategies aligned with the products being sold, contributing to future editorial content.
- Collaborated with editorial staff by providing valuable assistance in event coverage at various events.

Operations Specialist, March 2020 - May 2023

Driven Lighting Group (now HOONIGAN)

My role includes optimization and overseeing key operational processes within the organization, implementing efficiency improvements, and ensuring seamless coordination between different departments to achieve overall business objectives.

- Successfully managed and optimized rebate programs, ensuring seamless execution and maximizing benefits.
- Spearheaded warehouse operations management to enhance efficiency and streamline processes.
- Conducted meticulous account reconciliation for assigned accounts, demonstrating strong attention to detail and financial acumen.
- Provided exceptional customer service and marketing support, contributing to overall client satisfaction and business growth.

Account Manager, February 2019 - February 2020

Diligent Delivery Systems

I am responsible for nurturing and maintaining relationships with clients, understanding their needs, and ensuring the successful delivery of products or services, all while striving to maximize customer satisfaction and retention.

- Orchestrated managing 150+ accounts across diverse verticals, demonstrating adept multitasking and organizational skills.
- Spearheaded rate negotiations, showcasing strong financial acumen and negotiation prowess.
- Drove new business development initiatives, contributing to company growth and expansion.
- Successfully implemented cross-selling strategies, enhancing customer satisfaction and maximizing revenue by providing through the provision of additional services.

Brand Ambassador, June 2018 - May 2019

Legacy Marketing

My role involves representing and promoting a specific brand to target audiences, building brand awareness through engaging interactions, and fostering positive relationships with consumers to enhance brand loyalty.

- Proactively educated and inspired customers about the brand, fostering a deeper connection.
- Provided valuable customer insights to the brand, contributing to strategic decision-making.
- Executed impactful social media marketing campaigns, enhancing brand visibility and engagement.
- Conducted thorough market research to identify new opportunities and implement effective strategies for market engagement.

Sales Associate, April 2018 - February 2019

Strive Logistics (Now Redwood Logistics)

FI facilitated the acquisition of transportation services by connecting businesses with suitable carriers, negotiating contracts, and ensuring efficient logistics operations.

- Proficient in Carrier Rate Negotiation
- Conducted Seasonal Market Trend Analysis to inform strategic sales approaches
- Successfully contributed to New Business Development initiatives
- Conducted thorough research and selection of New Carriers to expand the company network
- Provided exceptional Dedicated Carrier Customer Service, ensuring client satisfaction and retention

SKILLS & CERTIFICATIONS

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- Time management, Effective communication, Customer relations management, Data analysis, Project and campaign management, Social media and mobile marketing, Adobe Creative Suite creative suite, Microsoft Office Advanced, Product knowledge

INDUSTRY INVOLVEMENT

- **SEMA:** She is SEMA, Committee Member, and Communication Chair
 - **YANG Member**
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EDUCATION & ACHIEVEMENTS

University of Houston (2016)

Bachelors in Communication and Media Studies

Joliet Junior College (2009)

Associate in Criminal Justice and Corrections