

DARREN MOZER

8810 Normandy Boulevard, Jacksonville, FL 32221 | C: 904-520-1039 or 904.660.5065 | webmarketingseoguru@gmail.com

EXECUTIVE PROFILE

Innovative executive & marketing professional experienced in high-volume sales with business development expertise.

Over 35 years of retail, outside and inside telephone sales experience.

Website development project management with 15 years of Search Engine Optimization Experience.

AREAS OF EXPERTISE

- Account Management
- Self-Motivated
- Inside Sales
- Outside Sales
- Retail Sales
- Telephone Sales
- Cold Calling
- Product Development
- New Business Development
- Customer Oriented
- Team Player
- Negotiation Skills
- Website Project Management
- Software Development
- Website Development
- Good Listener
- Prompt
- Fast Learner
- Experienced with Most Microsoft Products
- Technically Proficient
- Excellent Communication Skills
- Attention to Details
- Familiar with Predictive Dialing Software
- Experienced with Contact Management
- Type 60 - 70 WPM
- Search Engine Optimization Expert

PROFESSIONAL EXPERIENCE

06/2002 to 05/2004 Director of Business Development

Wheeler Enterprises — Jacksonville, Florida

Spearheaded set up of system to provide consistent qualified appointments resulting in a 300% increase in gross monthly sales.

Set up contact management software system to manage all scheduled and possible future prospects.

Ran interference for the owner and the Vice President of Sales.

Generated new qualified appointments utilizing predictive dialing software system. Arranged financing options for the buyer.

06/2004 to 03/2011 S V P Sales - Senior Search Engine Optimization Technician
Advanced Internet Promotions — Orange Park, Florida

Managed multiple client website projects.
Developed qualified prospects in specific business sectors.
Consistently wrote over \$20,000 a month.
Responsible for hiring and training all sales associates.
Developed new products and services.
Wrote & negotiated sales contracts.
Managed multiple SEO clients simultaneously.

02/2012 to 06/2013 Director of Business Development
The Payments Company — Richmond, VA

Developed qualified appointments for the Sales Team.
Implemented contact management system.
Created all electronic marketing material.
Contacted specific business sectors to introduce A.P. Advantage.
Personally scheduled all qualified prospects.
Developed a hundred million dollars in new revenue over a period of 2 years.

12/2014 Website Development Project Manager & Search Engine Technician
Net Design Marketing — Jacksonville, Florida

Trained interns on processes involved with our SEO services.
Developed new business.
Negotiated contracts.
Recommend online solutions for various businesses.
Responsible for ranking client keyword phrases.
Responsible for overseeing the design and development of client projects.
Configured necessary software required for numerous purposes.

01/1999 to 12/2001 Commercial Loan Originators Stursburg & Fine — Philadelphia, PA

Responsible for to reviving older what were considered dead prospects.
Set up contact manager software as the main tool to create relationships with target properties.
Successfully revived several large accounts thought to be completely dead prospects.
Generated new qualified prospects, through cold calling.

01/1997 to 12/1998 Business Development / Sales
National Medical Products — Jacksonville, FL

Contact private hospitals throughout USA by telephone to introduce our products.
Successfully perfected selling our products by telephone which was unheard of in the industry at that time.
Developed a process to contact doctors in private hospitals to examine our products.
Sold post-operative orthopedic positioning devices
Introduced and implemented contact management system
Added over 400 new hospitals to our customer database

EDUCATION

1981

High School Diploma

Ramapo High School — Spring Valley, New York, U.S.A.

Required Course.

Graduated with Honors.

4.0 GPA

1985

Business

Rockland Community College — Rockland, New York

Required Courses.

1994

Business

Daytona Beach Community College — Daytona Beach, Florida

Required Courses

2002

Website Development

FCCJ — Jacksonville, Florida

Study of Website Design & Development.