



Joel Cochran

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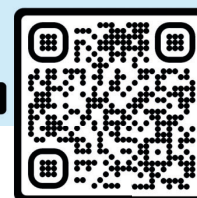
www.joelmcochran.com



MANAGEMENT / ECOMMERCE
FINANCE / SALES / INVENTORY

SCAN ME

Extended
Website
Version



Education

Purdue University
Information Technology
2005 - 2009

West Lafayette, Indiana

Skills

- ✓ Accounting Software
- ✓ Adobe Creative Software
- ✓ Financing & Insurance
- ✓ Electronic Contracting
- ✓ Sales Leadership
- ✓ Sales Culture & Training
- ✓ Marketing & Social Media
- ✓ Video Production & Equipment
- ✓ Graphic Design & Photography
- ✓ E-commerce Management
- ✓ High Volume Sales
- ✓ Logistics & Shipping
- ✓ Web Design & Implementation
- ✓ Google Search Console
- ✓ Google Merchant Center
- ✓ Google Analytics & SEO
- ✓ Graphic & Image SEO
- ✓ Google Business Marketing
- ✓ Geo Location Marketing
- ✓ Artificial Intelligence
- ✓ Statistical Analysis

Achievements

Top Photographer (2022-2023)
By Google Guides

Top-Rated Seller (2011-2018)
by Ebay
For Acousticom Corporation



Annual Reader's Choice Award (2015)
by South Bend Tribune
For South Bend Media

47K+ Facebook Sales Group Channel

Introduction

As a forward-thinking, success-driven leader, I am eager to apply my extensive experience and innovative approach... I have a proven track record of scaling online businesses by leveraging my expertise in marketing, technology, and operations to achieve outstanding results. With a solid grasp of customer-centricity and the power of data, I intend to design streamlined shopping experiences that not only increase sales but also foster brand loyalty and long-term expansion. By embracing a culture of experimentation, learning, and collaboration, I am dedicated to motivating teams to challenge conventions and pursue excellence in the ever-changing world online. Together, let's make bold wagers and reimagine the future of retail.

Experiences

Finance & Insurance Manager

Big City Cars (Fort Wayne, IN)

AUG 2022 - Present

- ✓ Processing auto loans and working with lenders to finalize financing for customers.

Regional Inventory Director, Sales & Marketing

RightWay Auto Sales (IN, IL / Region Four)

AUG 2020 - AUG 2022

- ✓ Regional Inventory Director (Promotion)
- ✓ Regional Facebook Marketer (Promotion)
- ✓ Sales Associate

Sales Associate

Byrider (Mishawaka, IN)

SEP 2019 - AUG 2020

- ✓ Build relationships with customers and provide exceptional customer service to ensure a positive and memorable experience.

Owner

South Bend Media (South Bend, IN)

FEB 2012 - JAN 2016

- ✓ A comprehensive multimedia production company specializing in the wedding and corporate markets.

E-commerce & Technology Director

Acousticom Corporation (Elkhart, IN)

JAN 2008 - MAY 2019

- ✓ Develop and implement a comprehensive eCommerce & technology strategy that aligns with the company's overall business objectives.

JoelMCochran.com

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<http://www.joelmcochran.com>

Summary

As a forward-thinking, success-driven leader, I am eager to apply my extensive experience and innovative approach... I have a proven track record of scaling online businesses by leveraging my expertise in marketing, technology, and operations to achieve outstanding results. With a solid grasp of customer-centricity and the power of data, I intend to design streamlined shopping experiences that not only increase sales but also foster brand loyalty and long-term expansion. By embracing a culture of experimentation, learning, and collaboration, I am dedicated to motivating teams to challenge conventions and pursue excellence in the ever-changing world online. Together, let's make bold wagers and reimagine the future of retail.

In my free time, I enjoy connecting with my family through outdoor activities and traveling, as well as cultivating my skills in photography, hiking, and cooking. These hobbies contribute to my overall well-being, allowing me to bring fresh ideas and renewed energy to the workplace.

Experience



Finance Manager

Big City Cars

Aug 2022 - Present (8 months)

Manage the customer financing process, including loan application processing and working with lending institutions to secure financing. Ensure that all transactions are properly documented and in compliance with state and federal regulations by supervising the completion of all required paperwork and title work. Ensure that all financial transactions are accurately recorded and reconciled by collaborating closely with the accounting team. Provide customers with insurance products and information about coverage options. Establish and maintain solid relationships with lending institutions and insurance companies. Continuously assess and suggest modifications to our financing and insurance procedures to ensure their efficacy and efficiency. Ensure that all customer inquiries and concerns are addressed in a timely and professional manner while providing exceptional customer service.



Regional Inventory Director

RightWay Auto Sales

Jul 2022 - Aug 2022 (2 months)

Ensure that each location has the necessary stock and resources to meet customer demand by supervising the inventory management for all 13 stores. Manage relationships with suppliers and vendors, ensuring on-time completion of all deliveries and services of the highest quality. Collaborate with the store managers to identify and effectively resolve any operational or inventory-related problems. Ensure that all billing and accounting processes are accurate and current, and that all financial transactions are properly recorded and reconciled. Develop and implement logistics and service procedures that increase productivity and decrease expenses. Continuously evaluate and suggest modifications to our inventory and logistics processes to ensure that they are in line with our business goals and objectives. Ensure that all customer inquiries and concerns are addressed in a timely and professional manner while providing exceptional customer service.



Sales & Inventory Manager

RightWay Auto Sales

Feb 2022 - Aug 2022 (7 months)

Manage the inventory for four stores and two service centers, ensuring that each location has the stock and resources necessary to meet customer demand. Collaborate with store managers to determine and effectively resolve any inventory-related issues. Supervise the establishment and management of inventory processes and systems in the opening of a new dealership in Kokomo, Indiana. Train and support sales staff on sales techniques, inventory and product demonstration. Continuously evaluate and recommend modifications to our inventory processes to ensure that they are in line with our business's goals and objectives. Ensure that all customer inquiries and concerns are addressed in a timely and professional manner while providing exceptional customer service.



Elite Sales Professional

RightWay Auto Sales

Aug 2020 - Aug 2022 (2 years 1 month)

Develop and implement social media and advertising strategies to promote the organization and increase brand recognition. Utilize Facebook paid advertising and Google Business Page to acquire new customers and expand your clientele. Develop relationships with customers to guarantee a positive and memorable experience, resulting in an increase in referrals. Utilize your personal and professional networks to generate new business opportunities and boost sales. Evaluating and refining sales strategies on a continuous basis will ensure consistent and high levels of performance. Ensure that all customer inquiries and concerns are addressed in a timely and professional manner while providing exceptional customer service.



Sales Associate

Byrider

Sep 2019 - Aug 2020 (1 year)

To ensure a positive and memorable experience, cultivate relationships with customers and offer exceptional customer service. Utilize sales techniques and product expertise to inform customers and increase sales. Continuously acquire and maintain product and industry expertise. Maintain a high level of performance, meeting or exceeding sales goals consistently. Develop and implement sales strategies in collaboration with the sales team and management. Attend training and development opportunities to continuously improve sales skills and techniques.



Ecommerce & Technology Director

Acousticom Corporation

Jan 2008 - May 2019 (11 years 5 months)

Develop and implement an e-commerce and technology strategy that aligns with the organization's overall business objectives. Provide guidance, direction, and mentoring to a team of technology professionals while leading and managing the team. Supervise the design, development, and deployment of ecommerce platforms, online sales management systems, and other technology-based initiatives. Guarantee the network infrastructure and cyber security systems' dependability, security, and performance. Support technology-based initiatives through collaboration with cross-functional teams, including marketing, graphic design, photography, and engineering. Continuously monitor and analyze technology performance, utilizing data and insights to inform decision-making and improve technology

strategies on an ongoing basis. Attend industry events and conferences to remain abreast of the most recent technological trends and best practices.

Owner / Operator

South Bend Media

Feb 2012 - Jan 2016 (4 years)

A comprehensive multimedia production company specializing in the wedding and corporate markets. Develop and execute the company's strategic plan to grow the business and achieve its revenue targets. Identify new business opportunities and develop relationships with potential clients. Develop and manage a team of employees to deliver high-quality production services to clients. Oversee the production process for weddings and commercial accounts, ensuring that all work is completed on time, within budget, and to a high standard of quality. Manage the company's finances, including budgeting, forecasting, and reporting. Monitor industry trends and competitor activity to ensure that the company remains competitive. Develop and maintain strong relationships with suppliers, vendors, and other partners to ensure that the company has access to the resources it needs to deliver its services. Ensure that the company complies with all legal and regulatory requirements. Maintain a strong focus on customer service, ensuring that clients are satisfied with the company's services and that any issues are resolved quickly and effectively.

Education

Purdue University

Information Technology

2005 - 2009

Penn High School

High School Diploma, General Studies

2001 - 2005

Skills

Notary • E-Commerce • Finance • Automotive Aftermarket • Automotive Sales • Lead Generation • Automotive Sales Training • Facebook Marketing • Google Marketing • Building Strong Referral Networks

Honors & Awards

Top Photographer - Google Guides

Dec 2022

eBay Top-Rated Seller - eBay

Jan 2011

2011-2018: Exceptional customer track record & volume sales meeting top seller performance ratings.

Annual Reader's Choice Award 2015 - South Bend Tribune

Dec 2015

Photographer/Videographer



47K+ User Facebook Sales Channel Group

Mar 2023

<https://www.facebook.com/groups/indianagaragesales>



Employee of the Month - Byrider

Jan 2020