

Lance Schroeder

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PROFILE

Diversely skilled and experienced individual with exceptionally strong customer service and relationship building skills. Especially knowledgeable in technical and mechanical operations with speciality skills in both food and automotive manufacturing. Currently looking for full time employment that will challenge and have an opportunity for growth.

CORE COMPETENCIES

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| ☒ Exceptional Customer Service | ☒ Leadership |
| ☒ Sales and Marketing | ☒ Computer Skills (Microsoft Word and Excel) |
| ☒ Technical and Mechanical Acumen | ☒ Bilingual in French and English |

CAREER HISTORY AND ACHIEVEMENTS

Central Foods – Richmond, BC

Jan 2017-July 2018

Central Foods procures, manufactures, and distributes, high quality, GAP audited, HACCP certified fresh produce and grocery, servicing restaurants and food service establishments in the lower mainland of British Columbia.

Outside Sales Representative:

- Identified prospective customers residing in metro Vancouver. Created sales contacts on and off premises using cold call methods and following leads of existing clients.
- Negotiated pricing, terms of services, and agreements. Quoting orders, bids, and managed inventories of products.
- Experienced in implementation, identifying customer needs by creating solutions, point of access inventory and suggested services to improve productions and customer efficiency.
- Developed relationships with local businesses in order to create a mutually beneficial relationship.

World Circumnavigation

Jun 2015 – Jun 2016

Travelled through Ireland, Spain, Portugal, United Kingdom, Italy, Thailand, Vietnam, Indonesia, Malaysia, Australia, New Zealand, and Canada for the period of one year.

World Traveller

- Utilized excellent planning skills to arrange travel by air, land, and sea, through and within several countries including visa or other applications
- Resourced several travel tools and online applications for finding suitable accommodations at the best price.
- Managed finances to ensure budgets were met or in the event they could not be met, problem solved alternative solutions to keep the project on task.
- Negotiated prices for goods and services in a respectful and efficient manner
- Exhibited resourcefulness and problem solving skills to solve issues with very tight time lines.
- Developed and maintained relationships and associates from around the world.
- Gained valuable knowledge about diverse cultures and way of life.

Canadian Tire – Keswick, Ontario

Feb 2015 – May 2015

Canadian Tire offers a selection of national and retail brands from sporting goods, hardware, electronics, housewares, garden and patio, as well as auto accessories and service.

Automotive Service Advisor

- Responsible for attending to customers answering the phone's at the service desk regarding automobile service
- Determined preliminary diagnosis of vehicle issues through customer discussions for the purpose of work order quotations.
- Utilized specialized software to track clients and work order status.
- Handled cashier transactions for automobile parts and service.
- Managed customer relations in a positive and professional manner.

Mars Canada - Newmarket, Ontario**April 2013 to May 2014**

Mars® is one of world's leading food manufacturers known for Chocolate Candy, Pet care, Beverage and Food products, serving Canada.

Wrap Technician

- Operated specialized manufacturing equipment in a highly automated chocolate manufacturing facility
- Responsible for trouble shooting and implementing corrections for mechanical failure
- Engaged in continuous improvement projects throughout the manufacturing process
- Supervised and trained 8 seasonal employees
- Ensured GMP, HACCP, and other food safety procedures were being adhered to.
- Participated in operational meetings to transfer shift information

Blaze Marketing Solutions - Keswick Ontario**May 2012 to July 2012**

Blaze offers national third party merchandising that is fast, professional, results orientated, with best-in-class technology.

Merchandizing Team Leader

- Supervised and instructed a team of 6 employees to remerchandise Price Chopper and Freshco stores
- Interpreted marketing planograms to format product placement
- Implemented the installation of new equipment and shelving displays
- Coordinated with store staff to ensure store operations were not impeded through the merchandizing process.

Swistlesoft Internet Solutions - Welland Ontario**Nov 2008 to Apr 2009**

Swistlesoft is a software solutions, web development, and search engine optimization company

Sales and Marketing Representative

- Designed and implemented a robust sales and marketing program to facilitate increased business
- Created a customer database utilizing a customer management system to better organize client information
- Actively promoted the business through multiple media sources and marketing techniques
- Acted as a key contact and customer service representative for new and existing customers.
- Provided sales and marketing input for the development of the corporate web design

AutoValue Hyundai - Niagara Falls Ontario**Oct 2007 to Sept 2008**

AutoValue Hyundai is a new and used Hyundai automobile dealer

Sales and Marketing Executive

- Acted as one of the main sales and marketing representative for the store
- Researched and implemented marketing techniques to bring in new customers to the store.
- Established and maintained relationships with customers through meetings, emails and phone
- Advised customers regarding financial payment options available to them such as loans and leasing banking terms.
- Negotiated delivery and price variations for vehicle purchases
- Reported to management daily regarding records of sales and orders
- Maintained familiarity with new products offered by both the company and the competitor
- Kept up to date on changes in pricing, leasing programs, different incentives, campaigns and tradeshow.

EDUCATION & PROFESSIONAL DEVELOPMENT

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| • Customer Focused Selling with Predictive Success | 2018 |
| • WHMIS, CPR and First Aid, GMP and HACCP | 2014 |
| • Martin Auto Sales Training | 2008 |
| • Niagara College of Applied Arts and Technology Trades and Technology Program - Welland, Ontario | June 1996 |
| • Ontario Secondary School Diploma – Welland Ontario | June 1994 |
| • Valid G Drivers licence for 25 plus years | |

REFERENCES AVAILABLE ON REQUEST