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DISTRICT / REGIONAL MANAGER FRANCHISE OPERATIONS - AUTOMOTIVE INDUSTRY

Automotive aftermarket professional bringing 20+ years of proven performance. Achieved year-after-year growth and fostered significant financial and franchise success in times of economic instability and increasing competition. Strong sense of leadership, relationship building, business management, and customer service skills.

CORE STRENGTHS

Communication ~ Business Development ~ Revenue Generation ~ Franchise Development
Business Management ~ Marketing ~ Employee Development/Training ~ Solutions-driven

PREMIUM MUFFLER, INTL. ♦ 1993 TO 2006

District Manager - Field Operations - Washington-Metropolitan area (1999 to 2006)

Oversaw franchise performance for up to 45 independently owned stores in the Washington, D.C. marketing area. Conducted over 310 site visits annually and consulted, advised, and trained owners, managers, and staff on day to day operations, customer service, employee management, and implementation methods for service expansion. Managed total sales volume of \$53,000,000 with average annual store sales of \$930,000 - approximately \$350,000 above national averages.

Selected Accomplishments

- ♦ Surveyed individual businesses, analyzing cash flow, P&L, labor costs, payroll, product margins, and customer service; Implemented changes such as flat rate pricing, employee performance incentives, customer service training, and cost controls averaging 20% toward increased profits.
- ♦ Achieved over a 90% success rate of market growth and service expansion among franchise owners by demonstrating fluctuating market trends and the added value of service to customers.
- ♦ Implemented a one-year district-wide television campaign, in addition to regular national campaigns resulting in significantly increased customer traffic and hundreds of thousands in new revenue.
- ♦ Modified direct mail campaigns and improved tracking methods resulting in a 4% ROI.

Store Manager, District Training Manager – Jacksonville, FL (1993 to 1999)

Managed day to day operations, employees, and customer service for company-owned franchise. Maintained full P&L oversight, retail sales, safety programs, inventory management, outside purchases, image maintenance and upgrades, employee training, and implemented new service offerings. Conducted seven-week training programs for managers and assistant managers for all nine stores in the district.

Selected Accomplishments

- ♦ Increased profits by \$200,000 annually - achieving the highest volume in the market - equating to an excess of \$1,000,000 in annual service and sales revenue.
- ♦ Reduced employee turnover by approximately 75% by fostering a team atmosphere, implementing flexible work schedules and performance incentives; Included staff on decision-making.
- ♦ Achieved and maintained a 95% customer satisfaction rate, 10 points above previous ratings.
- ♦ Mentored and trained 30 individual managers and assistant managers over four years in preparation for business leadership roles. Achieved a 100% pass rate among trainees.

ADDITIONAL EXPERIENCE

National Training Manager, Your Choice Muffler, Inc., Richmond, VA
Owner, Franchisee, Premium Muffler Center of Richmond, Richmond, VA
National Training Manager, Prime Muffler Centers, Inc. Fredericksburg, VA

PROFESSIONAL DEVELOPMENT & INDUSTRY CERTIFICATIONS

ASE Certifications - Undercar Specialist
Service Writer Certification
Dale Carnegie Institute Graduate, Richmond, VA