

ANDREA F. DANIELS

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PROFESSIONAL EXPERIENCE

ROOKIE TO RAINMAKER, Havertown PA

April 2020 – Present

Owner & CEO

- Lead generation & lead conversion company helping companies and entrepreneurs accelerate their profitability.

KELLER WILLIAMS, King of Prussia, PA

September 2019 – April 2020

Team Leader, CEO

- Launched brand new Keller Williams office by recruiting market share.

KELLER WILLIAMS REALTY, Sewell NJ

Team Leader, CEO

August 2017- Present

- Recruited, retained, and trained sales associates.
- Attained dominate market share in target areas.
- Built office profitability to over 1MM by attracting talent and consulting current agents in their business.
- Researched competition & developed business prospecting/marketing strategies to successfully compete in the market.

REEBOK, Canton MA

August 2013 – August 2017

Regional Marketing Representative

March 2016 - August 2017

- Build strong relationships with strategic partners across a territory of three states.
- Responsible for driving sell through of the Reebok Brand in identified market(s).
- Consistently exceed monthly sales goal by over 100%.
- Create events that drive sell through and traffic around key product launches.
- Responsible for hosting clinics with consumers and associates, running sales contests, enhancing retail presence, supporting key product launches and assisting the team's with major initiatives.

Delta Force Brand Ambassador

March 2015-March 2016

- Implement fitness activation strategy to establish Reebok as the fitness brand and grow the fitness business.
- Influencer marketing – identifying and building relationship with fitness influencers.
- Develop tactical tools in close collaboration with global and local marketing to support all initiatives.
- Responsible for “owning the market” and understanding its complexities. Report regularly on trend activity, work with the Sales and Product groups to participate in product development, seed key influencers, identify local events that grow Reebok's mind share in the D.C. territory, and keep abreast of competitive activity.

Fitness Ambassador

August 2013-March 2015

- Built relationships with local fitness instructors and ensure to make them part of the store activation plan.
- A pivotal part to connect the community to the stores pre-opening.
- Supported and guided the store team in executing the various marketing activation plans.
- Ensured a consistent activation and execution across stores while collecting and sharing store feedback with team.

PR BOX, Washington DC

September 2016 – September 2017

- Consultant for four businesses in the Washington DC Area.
- Implement processes and procedures to increase sales.

CROSSFIT COACHING, Washington DC

August 2013 – August 2017

- Head Coach, Full time, CrossFit Metro Center August 2013 – March 2015
- Head Coach, District CrossFit, March 2015 – August 2017
- Head Coach, Potomac/Patriot CrossFit, October 2015 – 2017

INSIDE OUT TRAINING, Broomall. PA

September 2012-August 2013

Wellness/Strength & Conditioning Head Coach

- Counseled clients on the principles of healthy eating and identify appropriate weight loss and body composition goals. Explain the roles of the major macronutrients, and advise clients of proper nutritional balance.
- Provided daily fitness assessment and health screening for wide client population. Design and implement individualized fitness programs based on each client's specific needs and goals. Has worked with over 500 clients to date – including athletes, children, senior citizens and clients with disabilities.
- Developed and trained all free trial classes in order to turn prospects into clients – 98% close rate.

FITNESS & FINANCE SPEAKER SERIES

April 2011-August 2012

- Educate men and woman on healthy living for proper nutrition within their budget.
- Partner with local financial advisors and insurance agents to keep the general public aware of the cost of poor health.
- Led a 2-part series at Widener University focused on the impact of unhealthy living on financial health.

CERTIFICATION: CrossFit Kids, CrossFit Nutrition, CrossFit Barbell, CrossFit Olympic Lifting, CrossFit Level 1

LINCOLN FINANCIAL DISTRIBUTORS, Radnor, PA

July 2001- September 2012

LFD is the wholesaling division of Lincoln Financial Group offering variable and fixed annuities, life insurance, and defined contribution retirement solutions.

Business Development Associate (2010-2012)

- Managed initiatives including identifying, prioritizing and tracking key strategies used to evaluate, assess, develop and enhance the level of relationships between the sales team and its partners to increase market share and brand recognition.
- Cultivated and maintained relationships at multiple levels of the organization, including senior leadership, sales management, relationship management, customer service, new business, licensing and commissions as a representative of the consultant relations team.

Internal Sales Manager, Employer Markets, Alliance Channel(2009-2010)

- Worked with internal managers across the organization to develop and implement procedures from pre to postsale.
- Project work included development of team's Sales Force Database & Communication of firm database transition.

Team Leader, Employer Markets, Alliance Channel

(2007-2009)

- Led, coached, managed and motivated a group a group of internal sales professionals who place proactive calls to consultants and plan sponsors.
- Resource for competitor profiles and how Lincoln can position their strengths.

Team Leader, Employer Markets, IP Channel

(2006-2007)

- Led, coached, managed and motivated a group a group of internal sales professionals who placed proactive calls to financial advisors.
- Hired and built out a team of 30 + sales professionals to achieve monthly sales goals with external partners.

Internal Marketing Consultant, American Legacy,(2005-2006)

- Territory Sales went from 2MM per month to 11MM per month in less than 12 months.
- Managed two territories for external counterparts.

Internal Marketing Consultant 401k plans IP & Wire(2001-2005)

- Facilitated plan design conference calls with financial advisors & plan sponsors.
- Made proactive and follow up phone calls to financial advisors.
- Conducted enrollment meetings & attended specific finals presentations.
- 2005 Leaders Club Trip Winner

DELAWARE INVESTMENTS, Philadelphia, PA 1999-2001

Sales Assistant (2000-2001), Broker Services Consultant (1999-2000), Client Service Representative(1999)

Supported Institutional and Retail sales force in home and field offices. Assisted shareholders and financial advisors with monetary transactions. Consistently exceeded phone requirements required by management.

COMPUTER SKILLS :Microsoft Office, NT Desktop, Microsoft PowerPoint, Microsoft Excel, Larkspur Database, Standard & Poor's Money Market Directories, Salesforce Training and Development.

LICENSE(S) HELD: NASD Series 6, NASD Series 63, Life & Health License, Series 26 License

EDUCATION: Bachelor of Science, Business Administration, Widener University, Chester, PA

PERSONAL DEVELOPMENT:

Certified Guide for Exactly What to Say™

Anthony Robbins Seminars: Unleash The Power, Date with Destiny

National Level Figure Competitor, State Ranked WNPF Powerlifting Competitor, Regional CrossFit Competitor