**MARIE O’DELL**

**1315 Sullivan Street, Accord, New York 10032 ♦ 718.912.4126 ♦ Marie.Odell@gmail.com**

**Business Management Leader & Entrepreneur**

* ***Business Regeneration:*** Transforms struggling businesses into successful companies, capturing multi-million-dollar long-term revenue increases by implementing strategic plans.
* ***Operations Management:*** Boosts revenue and performance while mitigating risk by overseeing daily policy and procedure enforcement, employee teams, and financial metrics.
* ***Entrepreneurship:*** Identifies and seizes viable opportunities for expansion and innovation and grows them into profitable and valued enterprises with loyal customers.

**AREAS OF EXPERTISE**

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| --- | --- |
| * Business Management & Development * Strategic & Tactical Planning * Start-Ups & Fledgling Companies * Investments & Economics * Cost Control & Analysis | * Team Building & Leadership * New Business Setup * Personnel Recruiting & Training * Opportunity Identification * Process Improvements & Creation |

**KEY ACCOMPLISHMENTS**

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| **AppSnapp**  Self-funded and built the first “app for app development,” currently ranking in the top 100 App Store downloads with a total profit of $2M in first fiscal year (2013-2014). | **Sunshine Electronics**  Purchased and reinvigorated regional boutique electronics chain (11 stores across four counties) by replacing brick-and-mortar sales plan with multi-channel strategy. | **Patsy’s Restaurant**  Turned struggling restaurant into successful town “hot spot” by implementing coffee menu and relaxing group meeting policy, capturing a revenue increase of 70% in one year. |

**PROFESSIONAL EXPERTISE**

**AppSnapp**, 2013-Present

***Owner & Operations Manager***

* Developed $2M+ app development company from the ground up, creating business plan, overarching sales and operations strategy, and technical integration.
* Minimized overhead through successful business management that prioritized innovation by providing large bonuses to contractors that consistently grew revenue.
* Won “Small Town Big Tech” from Accord Chamber of Commerce.

**Sunshine Electronics**, 2011-Present

***Owner***

* Drove turnaround in struggling electronics company by implementing modern sales strategy that focused on Internet sales, social media advertising, and text alerts.
* Reinvigorated store look and shopping environment by creating captivating displays using touch screens and kiosks that provided information and applications for products.
* Increased sales volume by 45% in six months and total profit by 60% in three months.

**- Continued -**

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**PROFESSIONAL EXPERIENCE CONTINUED**

**SBC Cell Phone Repair**, 2008-2011

***Business Manager & Owner***

* Strengthened shopper loyalty by developing a “preferred customer” program that offered special discounts and incentives for consumers who made purchases each month.
* Streamlined processes by re-writing job descriptions to allocate resources based on metrics that identified the busiest and slowest times of each business day.
* Sold business for $144M at a 40% profit.

**Patsy’s Restaurant**, 2003-2008

***General Manager & Owner***

* Managed traditional “small town café” for three years before purchasing the restaurant and developing it into a popular gathering place.
* Implemented entertainment program by partnering with local musicians to offer exposure and advertising space in exchange for music at restaurant-sponsored events.
* Sold business for $600,000 at a 50% profit.

**The Coffee Joint**, 1995-2003

***Business Manager***

* Oversaw all aspects of successful coffee bar, including staff hiring and training, procedure development and implementation, performance evaluation, and long-term planning.
* Boosted average guests per month from 1,000 in 1995 to 10,000 in 2003.
* Positioned location for increased business by establishing partnerships with local high schools to offer discounts to achieving students and a free location for club meetings.

**EDUCATION**

**Business Leadership & Business Mentor Course,** New York Small Business Association

**App Development Course**, Microsoft Virtual Academy

**High School Diploma (With Honors)**, Robinson High School, Akron, OH

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| **PROFESSIONAL MEMBERSHIPS**  **Accord Chamber of Commerce**  Member  **Chamber of Commerce Small Business Council** Chairman  **New York Small Business Association**  Member | **HONORS & AWARDS**  **Technology Entrepreneurship Award**  New York Small Business Association  **Business Owner of the Year (2014)**  Accord Chamber of Commerce  **Entrepreneur of the Year (2013 & 2007)**  Accord Chamber of Commerce |