

Car Sales Operations Manager

Laura Mitchell

Professional summary

Strategic and detail-oriented Car Sales Operations Manager with experience optimizing dealership processes, streamlining inventory management, and enhancing sales performance. Skilled in CRM systems, KPI analysis, and cross-departmental coordination to ensure seamless dealership operations and revenue growth.

Experience

Car Sales Operations Manager

2019 - Now

Lone Star Auto Group / Dallas, TX

- Improve dealership-wide efficiency, reducing sales cycle time by 20% through process optimization and automation.
- Optimize inventory turnover rates, leading to a 15% increase in profitability by aligning stock with market demand.
- Enhance CRM utilization, increasing lead-to-sale conversion rates by 30% and improving customer data accuracy.
- Coordinate with finance, sales, and service departments to create a seamless customer experience and maximize operational efficiency.

Assistant Sales Operations Manager

2015 - 2019

Texas Premier Motors / Dallas, TX

- Analyzed sales performance data and provide actionable reports, contributing to a 12% increase in monthly revenue.
- Assisted in developing incentive programs that motivated the sales team and resulted in a 20% improvement in overall performance.
- Managed vendor relations for vehicle sourcing, negotiating better supplier contracts and reducing procurement costs.
- Implemented standardized dealership procedures, reducing operational errors and improving compliance with industry regulations.

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 Dallas, TX

Education

Bachelor's Degree in Business Management

University of Texas at Austin, TX

Certifications

- Automotive Sales and Operations Certification – NCM Institute (2022)
- Advanced Dealership Management Certification – NADA (2021)

Technical Proficiency

- Expert in Microsoft Excel, Tableau, and Power BI for data analysis
- Proficient in dealership management software including CDK Global and AutoSoft

Skills

Automotive sales operations and process optimization	
CRM and dealership management systems (CDK Global, AutoSoft)	
KPI tracking and performance reporting	
Inventory and supply chain management	
Team coordination and cross-departmental collaboration	
Sales training and operational efficiency	