

# RACHEL R. WOMACK

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## SENIOR OPERATIONS MANAGER

**Broadly Successful Consumer Insurance, Credit Financing, and Sales Administration Professional** with more than a decade of hands-on experience raising efficiency, boosting productivity, and improving service delivery at two major companies in a highly competitive industry. A discerning planner skilled at researching alternatives, gathering and interpreting relevant metrics, and devising solutions that combine innovation, prudent tactics, and cost-effective outcomes.

**A Dedicated, Resourceful, and Undeterred Champion** of finding better ways to lead colleagues around stifling paradigms with clear, concise, confident presentation of vision, mission, and direction. Skilled in structuring and guiding to completion projects that refine processes, advance the customer experience, and boost the bottom line. Respected, trusted, and relied upon to produce results showing substantial ROI in the face of consequential opportunity.

- ◆ **Entrepreneurial Attitude**
- ◆ **Subject-Matter Expertise**
- ◆ **Collegial Team Interaction**
- ◆ **Business Acumen**

### CORE COMPETENCIES

Change Inspiration	Cash Management	IT Integration
Project Design & Direction	Auditing / Financial Oversight	Contract Administration
Research / Metrics / Analytics	Process / Procedure Refinement	Training / Coaching / Mentoring
Customer Satisfaction / Relationships	Business Planning / Resource Allocation	Intra-Department Communications

### PROFESSIONAL EXPERIENCE

**Assurant Dealer Services** | San Jose, CA

2017 - 2023

*Provides finance and insurance products and services that are resold by automobile dealers.*

#### District Manager

Responsible for coaching the employees of dealer customers in seven companies across a wide geography with the goals of increasing revenue, lowering operational costs, and remaining regulatory compliant.

#### Boosted Corporate Profits

- **\$5 million in incremental revenue produced** across five years by leveraging industry knowledge and network contacts to cultivate and speed onboarding of three new preeminent customers in 18 months.
- **\$1+ million of added profit enabled** by identifying supplemental products offering immediate bottom-line gains, providing explanatory information and training, and pressing the sales group to encourage purchase.
- **\$100,000 in monthly warranty-claim receivables prompted** by installing an audit routine that replaced traditional “file and forget” practices with more detailed submissions and scheduled follow-ups to ensure accelerated processing.
- **\$200 (10%) per sale-enrichment achieved** by periodically restructuring goals within the business plans of individual finance and insurance producers to discreetly change selling behaviors.
- **10% shrink in the loss ratio of mechanical-breakdown insurance realized** by gaining expertise in contract language and training colleagues and customer employees in proper presentation of provisions.

#### Improved Operational and Sales Efficiency and Compliance

- **\$500,000 in potential non-compliance fines averted** by instituting monthly audits of financial transactions across departments and coaching employees in legitimate practices to lessen repeat occurrences.

- **200% reduction in onboarding time attained** by designing a digital tool that highlighted a new hire's need for auxiliary training in advance of a coach's visit.
- **Resolved a finance-department staffing deficiency** by recruiting, validating transferable skills, and hiring qualified individuals from outside the automotive industry.
- **30 minutes on average removed** from finance-product sales presentations by framing an excel-based data-entry tool that speeded and clarified discussion of features and benefits.
- **Boosted co-worker productivity** by strengthening group synergy through application of the predictive index in guiding onboarding procedure and conflict resolution. Strengthened associates' understanding and appreciation of the value each contributed to the success of the business.
- **Improved team members' competency** with CRM by preparing and delivering at a district meeting a PowerPoint presentation, accompanied by a hard-copy handout, detailing the proper methods of handling revised processes.

**Big Two Toyota** | Chandler, AZ

2013 - 2017

*Automotive franchise dealership***Internet Sales Manager**

Charged with generating sufficient prospects to produce a minimum of 12 sales per month by responding to new leads and maintaining a database assigned to individual salespeople. Generated 300 sales during tenure despite dealing with severe medical issues.

- **\$150 bonus earned** on every sale by delivering enough value to stimulate customers to complete a manufacturer-emailed post-sales survey and give the dealership a high satisfaction rating.
- **Enhanced the ability of colleagues and supervisors** to contribute to the company's welfare by stepping in when asked and dependably and thoroughly completing a wide variety of unfinished tasks.
- **Furnished a level of customer value** sufficient to motivate positive buyer recommendations that augmented revenue, illustrated by four sales that closed after leaving the organization.
- **Minimized the time required** to complete daily assignments by finding and distributing to the team system quick codes, frustration-easing workarounds, and new job-shortening pathways.

**EDUCATION / PROFESSIONAL DEVELOPMENT / CERTIFICATION / LICENSURE**

**Bachelor of Science in Business Management**, University of Phoenix

Emotional Intelligence: Cultivating Immensely Human Interactions, Coursera - University of Michigan

Association of Finance & Insurance Professional • Arizona Food Handlers • Data Analytics (dashboards & data stories)  
Python (data visualization)

P&C Insurance