

Print

Charter Review Committee Interest Form - Submission #21554

Date Submitted: 3/27/2023

Last Name*	First Name*	District # You Live In.*
Crespo	Maureen	2

Home Address*	City*	State*	Zip Code*
2028 Jackson St	Hollywood	FL	33020

Home Phone	Cell Phone	Email Address*
	954-253-2131	pinkpiggydog@gmail.com

Owner or Renter *	Number of years as city resident*	Are you registered to vote in Broward County?*	Education (highest degree / level)
Owner	17 years	Yes	Some college

Occupation*	Work Phone
Business Development Manager	305-909-7859

Business Name*

Hgreg

Business Address	City	State	Zip Code
8101 NW 7th Ave	Miami	FL	33152

How many elections have you voted in and when was the last time you voted?*

6, the last was the 2022 midterms

How many City Commission or board meetings have you attended in the last 2 years? Please list:*

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Why do you wish to serve as a member of the Charter Review Committee?*

My goal is to be involved with my city and its future endeavors. I am a law-abiding resident, a proud homeowner, and a conscientious neighbor. I frequent Hollywood businesses. I would like to do more.

If appointed, what specific contribution(s) will you bring to the Charter Review Committee?*

My contribution would be my time, attention, and full commitment to any tasks presented. My specific contribution would be bringing fresh baked cookies.

Have you had any previous experience with a Charter review process?*

No

Please describe your qualifications as an applicant including your professional and/or volunteer experience or background.*

I have experience in data analytics, contracts, budgets, problem-solving, and consumer relations.

Do you currently serve on any City or County boards or committees? Please list.*

No

Have you ever served on any City or County advisory boards? Please list.*

No

List community / civic service involvement.*

I started the 2nd largest Hollywood-based Meetup group, focused on get-togethers and events in Hollywood. I pick up after my dog.

Attach Resume (only .doc and .pdf files)*

CV (1).docx

Maureen Crespo

2028 Jackson St
Hollywood, FL, 33020
954-253-2131
pinkpiggydog@gmail.com

Skills

Collaborative leadership, data analytics, critical thinking, resolution mindset, trouble shooting, process creation, advanced CRM knowledge, excel, word, internet research.

Experience

January 2020 - PRESENT

Hgreg, Miami- *Customer Experience Strategy & Analytics*

- Director of Business Development for 5 locations
- Dedicated staff of 25
- Maintain a profitable business development department
- Create/adapt processes around current trends, inventory, seasonal cycles, and company projections
- Daily, weekly, and monthly reports for Corporate

May 2019 -December 2019

Off Lease Only, Opa Locka - *Out-of-State Finance Manager*

- Presented rates, terms, and insurance products to out-of-state clients
- Finalized sales contracts
- Verified stipulations
- Submitted paperwork to lenders

October 2015-May 2019

Off Lease Only, Opa Locka - *Business Development Manager*

- Managed a dedicated team of 5 salespeople and a rotating team of 42 salespeople to respond to internet leads, correspond with customers via email, and schedule sales appointments.

- Consulted with upper management regarding business development efforts, results, and difficulties, provided detailed input of measures to maximize results, through training of the sales team.

March 2011 - November 2014

Lehman Auto World, Miami Gardens- *Business Development Manager*

- Initially responsible for two brands, promoted to six brands after six months
- Implemented business development programs for each store, based on needs and available budget.
- Monitored and adjusted companywide processes to increase positive reviews, customer referrals and repeat business.
- Managed all aspects of CRM usage, data integrity, reporting, and customer retention through follow-up.
- Managed websites, product placement, SEO, SEM, Google Analytics, 3 rd party lead providers, affiliate links and review sites.