

ELESHA WIKLE

Blacksburg, VA 24060
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540-231-6678

CORE COMPETENCIES

Instructional Development	Sales Training	Corporate Finance	Technology Business
Project Management	Corporate Training	Higher Education	Human Resources
Team Leadership	Sales / Marketing	Bank Management	Client Counseling
Customer Service Center	Automotive Products	Consulting	Operations

TECHNICAL SKILLS

SalesForce	Excel (Int)	Canvas	PowerPoint	Workday	Training Today LMS
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Virginia Tech, Blacksburg, VA **Assistant Professor of Practice** **Aug 2022 – Present**

- Instructor of Intro to Finance (Fall 2023, Winter 2023 & Spring 2024)
- Taught Investments and Financial Literacy course and Survey of Careers in Finance
- Advised Finance Department Student Advisory Council (Fall 2023 -Present)
- Created Content for Finance Literacy Education and Investments Program (2022)
- Participated in New Employee Ad Hoc Committee (2022) & Ad Hoc Hiring Committee (2022 & 2023)
- Advisor Finance for Females and Friends (2022 – Present), and Co-Advisor Finance Club (2018 – Present)

Virginia Tech, Blacksburg, VA **Instructor** **Aug 2018 – Aug 2022**

- Coursework examined the investment process, budgeting, long-and short-term borrowing, various debt products, personal insurance, financial decision making, retirement planning, and behavioral finance
- Survey coursework includes interviewing skills, job fairs, and investigation into finance careers
- Fostered an environment of mutual respect with a diverse undergraduate student base.

Johnson Controls, Blacksburg, VA **Territory Sales - Remote** **Jul 2019 – Jul 2021**

Largest global manufacturer of automotive, consumer, and industrial batteries

- In 2020, Johnson Controls separated the battery division, and it became Clarios
- Exceeded all sales goals through growing market share by over \$10M in six months.
- Recommended business training and marketing improvements for advanced auto accounts training
- Trained 600 auto parts retail and dealerships to improve sales, technical knowledge, and sales techniques
- Managed the distribution center (DC) operations, compliance, the accuracy of product delivery
- Initiated aftermarket process improvement with the VP, VPO, GM key stakeholders resulting in substantial bottom-line growth

SunTrust, Blacksburg, VA **Branch Manager / Assistant VP** **Jan 2014 – Jul 2017**

- Promoted to Area Vice President (AVP) in 2016
- Grew the deposit base from \$24M to \$32M over 2 years
- Reduced branch fraud to zero and 100% pass rates on all quality audits
- Exceeded incremental scorecard metrics of 150 new deposit accounts per month
- Achieved lending goals of \$450k each quarter including all lending instruments
- Able to mentor and grow a staff of 8 employees with almost 100% promoted
- Grew new client acquisition, excelled at all operational audits.
- Assisted customers to understand bank procedures and risk management policies
- The team managed included an Assistant Manager, 5 Financial Service Representatives, and 2 Tellers to surpass lending goals, partner referrals, and new business account development
- Built and executed financial courses on banking for students, foreign exchange students and student-athletes
- Instructed staff bank procedures, internal controls, sales, and risk mitigation policies
- Taught community seminars on personal finance and made recommendations and referrals to advisors

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Dish Network, Denver, CO – Remote

May 2000 – Nov 2013

Business Development Manager - Operations

Jul 2011 – Nov 2013

- Developed all the marketing initiatives for the Northeast/Midwest fortune 200 company key focus accounts
- Worked directly with the top 10 resellers in the territory to develop business strategies to increase revenue
- Captured over 100,000 national events to identify which to participate in and capitalize on the opportunities
- Conducted weekly sales meetings with the NW/MW sales teams to provide sales tips, initiatives, and website portal training for participating resellers
- Enrolled thousands of resellers to deliver seminars teaching media strategies, marketing, and operations

Atlantic Territory Sales Manager

Jul 2010 – Jul 2011

- Promoted to manage territory from Pennsylvania to Georgia on the eastern seaboard
- Led a team of 14 trainers to support large telecommunications partners and growing local retailers
- Hired and mentored a top performance training team in the division (2008 – 2011)
- Designed and delivered national account directives, and crisis management strategies
- Employee growth was achieved through training and leadership in a competitive culture
- Personally responsible for sourcing, hiring, training, and reviewing all team members

Field Sales Manager

Mar 2008 - Jul 2010

- Managed a staff of 12 employees including travel arrangements, tracking sales and marketing report data, and distribution of new marketing collateral through online and in-person meetings
- Customer satisfaction, recruiting and training, and management of sales team
- Delivered the marketing and information share on the national Digital Transition from analog to digital
- Trained national account staff and management on best practices

Area Sales Manager

Mar 2007 – Mar 2008

- Worked directly with Value Added Resellers of satellite equipment and support services
- Subscriber acquisition cost analysis achieved equipment sales goals, maintained high customer retention and retailer satisfaction ranked at 5.0/5.0
- Trained Franchise owners on all aspects of the products including pay structure and business practices

Gateway Computers, Roanoke, VA

Instructor

Jul 2003 – Feb 2004

- Taught personal finance including budgeting, interest rates, mortgages, and reporting
- Facilitated courses on the following topics: Digital Music, PC Basics, Seniors PC Basics, Seniors Digital, Internet, Finance, PC Care, Internet Security, Digital Movies, Digital Photos, Digital Audio, PowerPoint, Excel, Word, and Windows
- Instructed the general public, local business staff, as well as customized course content

PRIOR WORK EXPERIENCE

Dish Network, Denver, CO, Field Sales Representative, Mar 2003 – Jan 2007

Dish Network, Christiansburg, VA Sales, Technical and Customer Service Trainer, May 2001– Mar 2003

Dish Network, Christiansburg, VA Quality Assurance Specialist, Sep 2000 – May 2001

Dish Network, Christiansburg, VA Customer Service Representative, May 2000 – Sep 2000

EDUCATION

Bluefield College – Bluefield, VA

Bachelor of Science – Management & Leadership