

Gloria M. Márquez

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EXPERIENCE

Associated Bank *Branch Manager II*

Milwaukee, WI
January 2008 – Current

- Manages bank sales activities by establishing sales goals and activities to attain new customer relationships and retain existing relationships.
- Develops staff through ongoing coaching sessions and by ensuring the bank strives to meet the bank's service quality standards.
- Plans, directs and controls bank sales office operations, ensuring that established policies and procedures are followed and delegating responsibilities to staff as needed to meet office objectives.
- Forecast and monitor sales by providing best practices and tools that exceed goals, retain and expand customer relationship with the bank.
- Build community pipeline through network with several businesses and customers.
- Facilitate product training for loan businesses and local organization through out the community in Spanish/English and monitor reporting sales.

JPMorgan & Chase Bank / Bank One *VP Branch Manager*

Milwaukee, WI
August 2004 – January 2008

- Demonstrate leadership proficiency in sales, services and operations.
- Build and maintain consumer and business relations.
- Track record of developing and coaching high performance Sales and Service teams.
- Participate in all business level of business management orientation, sales planning and strong teambuilding skills.
- Show strong listening, analytical, problem solving and decision-making skills to effectively uncover and resolve complex customer and employee issues.
- Ensure that the branch meets and/or exceeds a daily sales goal, which includes checking, savings, loans/lines, investments and credit cards.
- Directly coaching and developing the Assistant Branch Manager, Personal Bankers, and Sales and Service Associates.

Auto Finance Manager – Call Center

October 1997 – August 2004

- Ensure that the call center meets or exceeds monthly delinquency forecast utilizing appropriate call list strategy, established productivity standards and effective staffing levels.
- Analyze Mosaic data to ensure appropriate levels of intensity, contact, paid productivity, forbearance cure, and promise rates are maintained.
- Performed and analyzed quality levels of production through use of historical trend results, focusing on reducing loss / delinquency, quality and customer service.
- Develop and manage the Bilingual (Spanish/English) an internal Call Center that supports multiple sites and products as it relates to monitoring requirements.
- Maintain a high level of internal and external customer satisfaction by providing consistently superior staff professionalism.
- Performed analysis of financial, operations, and risk control trends through implementation of audit test steps.
- Performed detailed audit work and document test work within the appropriate collection strategies, policies and procedures.
- Developed appropriate audit plans, communicated and implemented solutions to identified control related issues to assist management team.
- Lead development, implementation and training of Bank One policies and procedures within the Milwaukee Auto Finance department and continued to build knowledge of corporate policies and procedures, banking and consumer regulations/laws (FDCPA, Equal Credit Opportunity Act, Fair Credit Reporting Act) and auditing.
- Lead the audit between Auto Finance Senior Management Team and Risk/Corporate Audit Management.
- Set goals and objectives, evaluated performance and developed personal growth skills strengthening plans for direct reports.
- Researched, analyzed and produced monthly reports of economic and financial changes in the US market and provide analysis of changes to senior management team.
- Collected and generated reports to analyze compliance and quality levels of production in order to conduct risk analysis and maximize customer service satisfaction.

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- Supervised and trained quality team, ensuring quality and compliance standards are met within the Call Center.
- Established a quantitative analysis on how to increase customer satisfaction and improving the company process by using PPT Sigma and all statistical analyses/graphics. Prepared an executive summary to a senior management to maximize the communication of the project.
- Ensure that Supervisors and the call center receive effective and proper training to all policies and procedures changes, annual scorecards, and corrective action.
- Provide performance feedback to Quality reps. Review specific site and product results with Collections management.
- Track and report FDCPA violations for compliance purposes. Link site level performance feedback to business results.
- Recommend new methods of improving quality assurance performance across the network.
- Support the business through process changes by updating and communicating Collections Desktop Best Business Practices for all products.
- Complete potential problem analysis to identify business events that may result in a learning curve for Collectors and identify what action the QA team can take to close the gap.
- Perform analysis of operations, risks and control trends through implementation of audit test steps.
- Perform detailed audit work and document test work within the appropriate system and assigned timeframes.
- Takes initiative to bring up and deal with difficult issues. Provide constructive, direct and accurate feedback to managers.
- Develop, generate, and distribute daily/weekly/monthly dialer reports covering strategy, dialer and agent efficiencies.
- Administer and monitor changes to dialer strategies and system daily, weekly, monthly.
- Develop and Manage internal campaigns.
- Maintain staffing information for optimizing daily campaigns through "best time to call software".
- Clearly communicate system statuses to internal customers and management. Proactively review strategy and dialer results looking for ways to increase efficiencies.
- Effectively communicate strategy and dialer results and changes across lines of business and multi management levels

EDUCATION

University of Cardinal Stritch
Bachelor of Science Business Administration

Milwaukee, WI
Concentrated in Human Resources & Management

Relevant course work: Managerial Accounting, Corporate Finance, Statistics and Quantitative Methods, Operations and Production Management, Money-Banking and Financial Institutions, Financial Accounting and Marketing, Leadership

COMPUTER SKILLS

- Proficient in Microsoft Excel, Access, PowerPoint, Word, PeopleSoft, CMS, Outlook, and Lotus 1-2-3, Mosaix Dialer, Melita Dialer