

**Araceli Santoyo**

Email: santoyo-a@hotmail.com

**Education:**

May, 2012                    **B.A. Business & Management, Spanish Language & Culture**  
Alverno College

May, 2009                    **A.A.S Business Management**

December, 2007            **Technical Diploma - Small Business Training**  
Milwaukee Area Technical College (MATC)

**Work Experience:**

2016 – Present            **Branch Manager**  
BMO Harris Bank N.A, Milwaukee, WI

- Analyzed business financials and created plans for profit growth
- Implemented strategies to increase customer service experience resulting in an increase of 27 points in three months
- Trained and developed Service Representatives and Universal Bankers to execute business goals
- Assisted business customer and their employees with financial needs
- Increased the number of new customers to the back by 30%

2013 – 2016                **Universal Banker**  
BMO Harris Bank N.A, Milwaukee, WI

- Developed seminars for small business owners in regards to personal & business banking resulting in a 30% increased number of small business accounts
- Analyzed customers' financials in order to provide better guidance about future needs, resulting in over 110% revenue goal
- Provided excellent customer service by implementing the learning acquired through customer service essential classes leading to long-term customer relationships.
- Participated in networking events to promote the company and products and services available to the community, which increased company awareness within the Hispanic community
- Educated customers about the importance of establishing and maintaining good credit and following effective banking procedures

2012 – 2013                **Account Manager**  
Multicultural Entrepreneurial Institute, Inc (MEI), Milwaukee, WI

- Expanded and retained strong business client relationships through successful calling efforts and networking
- Conducted Public Outreach to achieve clients' goals resulting in higher profits
- Managed financial transactions and contacted clients in regards to unpaid balances
- Assisted clients with business registration and business start-up consultations
- Analyzed and managed customers' database resulting in accurate client information to reduce marketing and outreach expenses

2011

**Bilingual Cashier**

St. Vincent De Paul Catholic Society, Milwaukee, WI

- Expanded and retained customers by establishing effective customer relationships
- Computed and recorded totals of cash and non-cash transactions in an effective manner resulting on higher profits
- Received payment by cash, credit cards, vouchers, and automatic debits resulting in basic credit training skills

2010

**Administrative Assistant**

Latus Insurance, Milwaukee, WI

- Managed, established, and maintained customer accounts generating higher profits
- Managed and trained new Bilingual administrative assistant employees for two months resulting on an increase of 30% Latino customers
- Prepared, provided, and sold automotive insurances resulting on a 50% increase on commission payments

**Academic & Volunteer Experience:**

2009-2011

**Vice-president, Hispanic Women of Alverno (HWA)**

Alverno College, Milwaukee, WI

- Managed, motivated, coached, and developed 15 food sales and organization members
- Developed, established, expanded, and retained strong local sponsor relationships through successfully visiting efforts

Fall 2011

**Business Consultant, Product Expansion & Awareness, Business Practicum-Chilly Winter Cheeks**

Alverno College, Milwaukee, WI

- Managed the cross-selling of Chilly Winter Cheeks products generating an increase in product awareness and a decreased of 20% of stocked inventory
- Developed deliverables and objectives to client increasing the target market and product accessibility
- Allocated resources resulting in an increase of 10% of product distribution centers based on the relationship established

2005-2006

**Customer Service Representative**

Mitchell Bank, Milwaukee, WI

- Conducted financial transactions resulting in higher customer satisfaction
- Assisted customers with banking products
- Opened and closed bank accounts

**Skills & Abilities:**

- Proficient in Microsoft Office Software and QuickBooks
- Management
- Leadership
- Problem solving
- Organization

**Attributes & Memberships:**

- Bilingual: English/Spanish, OSHA Certified
- Board Member, BMO Harris Latino Alliance
- Board Member, Latino Entrepreneurial Network (LEN)