



# KRISTI YATES

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## SUMMARY OF QUALIFICATIONS

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Experience managing and building long term relationships with customers, employees and community

Developed new business from existing customers

Effectively recruited, hired, trained, and on boarded associates

8 years of experience selling mission and products across Central Alabama along with volunteer recruitment, management and training

Event Planning

Strong organizational problem solving and leadership skills

Excellent written and verbal communication skills

In depth knowledge of customer service and marketing principles and practices

Proficient use of Microsoft suite, Salesforce, Tenstreet

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## EXPERIENCE

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### BR Williams

Director of Employee Relations/Recruiter | January 2019 – May 2021

- Located and prescreened potential employees who meet DOT and company standards
- Manages driver resumes and applications in the recruiting software
- Conducts all telephone and in person interviews
- Processes driver applications, schedules and implements orientations, and oversees the onboarding process with all driver candidates
- Responsible for retaining all employees through communication, employee events, gifts, and trainings.
- Maintained a full trucking fleet for 3 months and kept the turnover rate above the national average.

Director of Customer Service | October 2015- January 2019

- Generate sales among the top customers which includes upselling and cross selling divisions

- Operated as the point of contact to all customers while developing and maintaining long term relationships with accounts
- Deliver client focused solutions to meet customer needs
- Build relationships with all employees through employee engagement strategies and trainings

### **Systems By Design**

Office Manager | May 2012-October 2015

- Maintains office services by organizing office operations and procedures; controlling correspondence; designing filing systems; assigning and monitoring clerical functions

### **American Cancer Society**

Community Representative | October 2009-May 2012

- Manage strong fundraising programs is assigned geographic territory, following a defined sales methodology
- Event manager/planner for large scale Relay For Life Events raising over \$800,000 in three seasons
- Served as front line public relations liaison on behalf of the society in multiple E Central AL counties
- Developed and implemented large and small scale trainings for staff and volunteers as well as monthly training meetings with volunteers and community partners

### **Girl Scouts of North Central Alabama**

Community Development Manager | October 2004-October 2009

- Charged with directing all aspects of the council's membership and community development function in a portion of East AL, including but not limited to recruitment and event planning
- Charged with a special focus on the council's market driven membership marketing plan, membership cultivation, extension priorities, strategic plans and polices
- Membership goals were achieved through community cultivation, assessment of community needs, development and implantation of recruitment strategies, and support of volunteers
- Developed and implemented a comprehensive recruitment and retention plan utilizing community demographics, statistics, and community profiles

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## **EDUCATION**

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Auburn University | Bachelor of Science in Marketing | August 2002

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## **VOLUNTEER EXPERIENCE**

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- Junior League of Calhoun County, AL | Board of directors – 3 years