



OBJECTIVE

I have obtained automotive experience in Consumer Affairs, Merchandising, After-Sales & Market Representation with a strong background in analyzing statistical data in regard to sales, profitability, market-share, and customer satisfaction metrics (Medallia). I also demonstrate excellent administrative skills for creation of presentations and reports for Senior Staff management.

EXPERIENCE

HYUNDAI MOTOR AMERICA • DISTRICT, PARTS & SERVICE MANAGER •
SEPTEMBER 2017 – PRESENT • ATLANTA, GEORGIA (JACKSONVILLE, FL MARKET)

- Monitor and advise dealer and regional management of dealer's performance/adherence to policies and procedures in such areas of Parts Sales, Parts Inventory Control, Fixed Operations Training, Warranty Administration, Consumer Affairs, Customer Satisfaction, etc.
- Maximize Parts & Accessory Sales in assigned district
- Evaluate situations involving customer disputes/concerns and approve the appropriate level of financial assistance to resolve the concern in the best interest of both the customer and Hyundai Motor America.

SKILLS

NISSAN NORTH AMERICA • ANALYST, REGIONAL AFTER-SALES • APRIL 2016 –
AUGUST 2017 • ATLANTA, GEORGIA

- Technical Skills: Microsoft Word, Excel, Office, Power Point
- Social Media Outreach
- SAP Database
- CAARS (Micro Strategy)
- BMI (Urban Science)
- Support implementation of strategies and programs to achieve parts, accessories, and retention objectives
- Creation of Aftersales marketing tactical programs for service operations
- Provide regional support to field staff –including creating and maintain ad-hoc reports and analysis
- Coordinate and assist with regional marketing programs and auto shows

EDUCATION

Rider University

Lawrenceville, New Jersey

Degree: MA, Business

Communication

December 2015

Degree: BA, Public Relations

May 2013

HYUNDAI MOTOR AMERICA • ASSOCIATE, MARKET REPRESENTATION & MERCHANDISING COLLEGE GRADUATE TRAINEE ROTATIONAL PROGRAM • JULY 2014 – APRIL 2016 • JAMESBURG, NJ

- Maintain accurate and up to date information pertaining to Region's dealers
- Prepare correspondence and documentation required for new Dealer Sales & Service agreements and current dealer amendments
- Evaluate complex ownership structures to determine which package documents are required
- Tracking quarterly co-op advertising funds (General Market, Premium, and Digital)
- Assisting with the creation and execution of regional Market Support Programs to support sales operations in achieving retail objectives
- College Graduate Trainee Rotational Program (Consumer Affairs & Distribution)
- Interim DSM in district EAA
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EXPERIENCE (CONT.)



COLLEGE GRADUATE TRAINEE • CONSUMER AFFAIR & DISTRIBUTION • JULY 2014 – FEBRUARY 2015 • LAWRENCEVILLE, NJ

- Maintain accurate and timely Siebel case information
- Respond in a professional manner by phone, mail, email, or fax to consumers, dealers, regional field staff as needed in the resolution of customer concerns
- Assist DPSM's as assigned to manage all open, assigned consumer affairs cases
- Serve as a liaison between HMA, National Consumer Affairs and Region/staff DPSM's and dealers.

KEE ACTION SPORTS • ECOMMERCE MANAGER • SEPTEMBER 2013 – JULY 2014 • LAWRENCEVILLE, NJ

- Maintaining the general content of KEE Branded websites (Empire, JT, JT Splat Master).
- Working with the appropriate staff to aggregate Images, Copy, Specifications
- Copy Writing
- Aid in the development of online marketing plans, promotions, and cross promotions
- Catalog maintenance

LEADERSHIP AND COMMUNITY SERVICE

- Kappa Alpha Psi (Rider University), Eta Delta Chapter
- Kappa Alpha Psi, Committee Chair
- Kappa Guide Right Program (Trenton Alumni)



PROFESSIONAL REFERENCES

Dave O'Brien, Jr.

Senior Group Manager, Market Representation

Hyundai Motor America

Phone: (609) 638-2489

Bryan Thompson

Senior Manager, Merchandising

Hyundai Motor America

Phone: (917) 816-3809

Kim Bucci

Senior Group Manager, Regional Parts & Service

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