



ANIE ELLIS

Dear Reader,

Thank you for viewing my portfolio. I'm excited about the opportunity to contribute to your mission and bring my leadership experience, sales expertise, and entrepreneurial mindset to a team committed to innovation and impact.

Over the past decade, I've built a career rooted in **sales management, team development, and strategic growth**. Before launching my own independent insurance agency, I held leadership roles across multiple insurance firms, where I **recruited and trained top-performing teams, implemented cross-selling strategies, and drove regional expansion**. These experiences taught me how to lead with purpose, exceed performance goals, and cultivate lasting client relationships.

Currently, I serve as an **Agency Development Manager at Colonial Life**, while operating my own agency and holding a leadership role at **Zales Outlet**. In these positions, I've balanced **business expansion, customer service excellence, and operational strategy**, all while mentoring teams and managing high-value client portfolios. This dynamic experience has strengthened my ability to **adapt quickly, lead collaboratively, and deliver results in fast-paced environments**.

I'm particularly drawn to emphasis on **team empowerment, brand stewardship, and community engagement integrated into AI workflows**. I bring not only a strong foundation in **retail and sales leadership**, but also a forward-thinking perspective on how your company might continue expanding its customer offerings. With my background in **insurance operations, policy development, and territorial growth**, I'd be excited to contribute ideas that support long-term visions while remaining fully committed to the responsibilities of your operations.

I'm energized by the opportunity to join and assist a company that values innovation, sustainability, and excellence. I would welcome the chance to discuss how my experience and passion for strategic growth can support your continued success.

Thank you again for your time.

Warm regards,

Anie Ellis

Core Strengths

Sales Leadership · Team Management · Insurance Licensed P&C, L&H, Annuities · Strategic Growth · Client Relations · Retail Operations · Marketing & Advertising · Website Development · Problem Solving · Ecommerce & Drop Shipping · Diamontology · AI Integration · Software Proficiency: Microsoft Office Suite, Salesforce, Adobe DC, Zoom, Mailchimp, Constant Contact, QuickBooks, AMS360, CRMs, LRM, SRMs.

Professional Experience

Signet Jewelers – Zales Outlet / Banter

Sales Lead & Team Support Dec 2022 – Present | Nashville, TN • Achieve daily, monthly, and annual sales targets in a luxury retail environment • Support inventory management, reporting, and team coordination • Present financing and credit solutions to customers • Develop online marketing strategies to drive referrals and new business • Continue industry education and certifications in jewelry and sales

Colonial Life & Independent Insurance Sales

Agency Development Manager & Business Development Consultant Jan 2021 – Currently Conduct outside marketing to build referral networks and attract new clients, Issue policies across captive and independent carriers to secure best rates. • Perform policy reviews to ensure comprehensive client protection • Mentor agents and support business expansion initiatives

Independent Insurance Agency Owner

Founder & Principal Agent June 2018 – Dec 2020 (covid) • Recruited, trained, and managed a team of licensed agents • Oversaw operations including QuickBooks, vendor relations, and compliance • Issued and reviewed new business policies across multiple lines • Designed marketing programs that doubled agency revenue • Navigated COVID-era challenges.

Insurance Sales Manager / Liability Specialist

Regional Sales & Audit Lead June 2015 – March 2018 & 2009 – 2013 • Led cross-selling audits and financial lead generation campaigns • Created scripts and systems that generated over \$5M in closable leads • Developed marketing strategies to expand agency reach and revenue • Supported financial advisors with targeted client acquisition

Luxury Jewelry & Insurance Markets

Sales, Management & Client Relations 2004 – Present (Various Roles) • Over 20 years of experience in luxury retail and insurance markets • Specialized in high-value client engagement, product education, and sales strategy • Integrated ecommerce, drop shipping, and digital advertising into business models