



CONTACT ME

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EDUCATION

Bachelors of Business Admin

Christopher Newport University
Newport News, VA

1994-1999 *25 hours remaining

Associates of Culinary Arts

Johnson & Wales University
Norfolk, VA

2006 - 2008

General Diploma

Denbigh High School
Newport News, VA

1987-1990

SKILLS

- Copywriting
- Digital Marketing
- Lead Generation
- CRM
- Microsoft & Google Suites
- Sales Automation
- Customer Positioning
- SEO
- Artificial Intelligence

Jimmy Sgambelluri

Sales & Marketing Pro

OBJECTIVE

Boasting 22 years of sales and marketing mastery, my expertise lies in positioning strategies that propel significant business growth.

Thriving amid innovation and continuous improvement, my ambition fuels the success and expansion of an organization, fostering meaningful relationships with both clients and peers.

WORK EXPERIENCE

Sr. Loan Officer March 2021 - March 2023

Homespire Mortgage Company | Newport News, VA

- Account Management - Maintained and grew relationships.
- Used Local SEO to improve online visibility & awareness in search engine results.
- Able to negotiate a sale without dispute in a competitive marketplace.
- Used SMS & email marketing to increase awareness & improve communications.

Sr. Loan Officer August 2015 - March 2021

PrimeLending Mortgage | Williamsburg, VA

- Devised SEM strategies to boost website traffic and conversions exponentially.
- Used CRM software to develop awareness & growth.
- Clearly conveyed information to an audience with presentation skills
- Measured success by using performance metrics & other KPI's.

Sr. Loan Officer August 2009 - February 2015

Fulton Bank | Newport News, VA

- Business Development with builders for bank lending growth.
- Automation strategy used to increase referral business by 40%.
- Elevated brand awareness driving significant increase in market share.
- Crafted persuasive sales copy, enhancing customer engagement and driving sales.

Sr. Loan Officer August 2008 - September 2009

Affordable Mortgage of Virginia | Newport News, VA

- Used historical data & market trends for sales forecasting & estimating.
- Conducted comprehensive product research to provide clients with superior products.
- Learned social media marketing to reach consumers & drive website traffic quickly.
- Content Marketing to drive profitable actions from clients

Director of Mortgage Lending August 2005 - June 2008

MICG Lending Group | Newport News, VA

- Developed Marketing Strategy to reach customers & have more products.
- Sales Management - Guiding a sales team towards meeting sales goals.
- Upheld strict adherence to state & federal regulatory compliance
- Attracted & recruited top talent to enhance organizational growth.

Sr. Loan Officer June 2001 - August 2005

Affordable Mortgage of Virginia | Newport News, VA

- Learned product knowledge to communicate its value to potential customers.
- Used digital marketing technologies to grow referrals, partners, & sales profits.
- Excelled in B2C sales identifying consumer needs and delivering custom solutions.
- Turned historical data into a measured amount of new business.