



# TONI LYNN TESTA

 ToneTone422@gmail.com

 (215) 873-5305

 BROOKLAWN, NJ 08030

## SKILLS

- Risk Management
- Market Growth
- Budgeting and Cost Control Strategies
- Sales Expertise
- Total Quality Management
- Event Management
- Human Resources Leadership
- Training and Development
- Problem Resolution
- Marketing
- Organization
- Graphic Design

## SOFTWARE

- ADP
- Excell
- Outlook
- Asana
- Microsoft Word & Design
- Quickbooks
- STX
- Adobe Photoshop
- Adobe INDesign
- CorelDRAW
- Xara Designer Pro X

## EDUCATION

Gateway High School  
Boynton Beach, FL - 2007  
High School Diploma

Camden County College  
Camden County, NJ - 2015  
Real Estate License

## REFERENCES

Available upon request.

## PROFESSIONAL SUMMARY

Passionate, dependable, and personable professional with over 10 years of experience in Management, Sales and Customer Service. Proven ability to use my passion and creativity to lead businesses to new levels of success, identify problems and potential opportunities. A hands-on, team player continuously recognized for exceeding goals, expectations, increasing revenues and improving businesses.

## WORK HISTORY

Nurse Total Wellness - Cherry Hill, NJ  
General Manager - 09/2018 - Current

- Top Sales! Consistently attaining and exceeding daily, weekly and monthly sales goals.
- Created company brand messaging, collateral materials, customer events, promotional strategies and product commercialization.
- Reduced marketing costs by streamlining marketing roles, leveraging communications materials, monitoring budgets and developing protocol.
- Reduced risk by managing shrink processes and controlling inventory levels.
- Boosted brand awareness and generated leads while managing internal and external educational meetings, marketing campaigns and programs.
- Recommended, initiated and finalized HR actions regarding faculty and staff position management, compensation, and employment postings, hiring proposals and new hire onboarding.

Dante Guzzi Engineering - Medford, NJ  
Secretary - July 2018 - April 2019

- Provide administrative support for daily operations
- Coordinate communication between clients, team members, and other organizations
- Assist with project closeouts, revision, issue invoices and track projects.
- Created and updated physical records and digital files to maintain current, accurate and compliant documentation.
- Drafted agendas, recorded minutes and created documents for meetings.

Shortino's Salon & Spa - York, PA  
Salon Manager - February 2014 - May 2018

- Maximized business efficiency by completing thorough and accurate daily management tasks such as overseeing registers, organizing inventory and delegating tasks.
- Managed cash flow, business transactions, banking and accounting processes.
- Utilized social media accounts and strategic creative marketing initiatives to promote business and build revenue by 80%.
- Recommended, initiated and finalized HR actions regarding faculty and staff position management, compensation, and employment postings, hiring proposals and new hire onboarding.
- Oversaw legal compliance with federal, state and local laws and regulations in addition to compliance with company policies and procedures.

Ted Hollander & Associates, "The Ticket Clinic" - West Palm Beach, FL  
Attorney Assistant/ Court Processor - October 2010 - February 2014

- Maintained flow of documents received and served through appropriate clerks up to judges and back to final destination.
- Handled database management for specific areas of law. Sorted, stamped and filed wide variety of legal and judicial materials.
- Compiled documentation, ensuring accuracy and detail for legal briefs, responses to opposing counsel, motions to court and trial exhibits.
- Assisted litigation attorneys with research, depositions, trial preparation, discovery and document drafts for court submittal.