

# Jack (Jonathan) McFarland

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## EDUCATION

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### University of Cincinnati

Graduation: May 2023

*Bachelor of Technical and Applied Studies – Business*

- GPA: 3.97
- Awards and Honors: Dean's List, Academic Achievement Scholarship

### University of Cincinnati

Aug 2021

*Associates of Arts - Business*

- GPA: 4.0
- Awards and Honors: Dean's List, Academic Achievement Scholarship

## WORK EXPERIENCE

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### Columbia Hyundai, Genesis, and Acura, Cincinnati, OH

July 2021 – Present

*Finance Manager*

- Consulted customers on the best financing options available for their new car.
- Carried a 60-million-dollar yearly quota for overall revenue in the finance department.
- Advised customers on what type of aftermarket protection would be best for their new car.
- Increased aftermarket sales and beat overall quota by 121%
- Worked with state officials to make sure all cars were titled and registered properly.
- Drove digital transformation within finance department and my organization.

*Sales Consultant*

June 2019 – June 2021

- Consulted customers as they walked into our showroom.
- Demonstrated superior knowledge pertaining to 30+ Hyundai, Genesis, and Acura products.
- Assessed customer needs and directed customers towards a product that best fulfilled their needs.
- Assisted customers in purchasing their new vehicle (credit application, customer information, demonstrating all features to a customer, finding a vehicle they want, etc.)
- Sold 5.3 million dollars of inventory over the course of two years.

### DJ FARR, West Chester, OH

September 2013 – June 2020

*Bookings Manager*

- Supervised a master schedule with over 50 bookings.
- Directed all clientele inquiries (answered questions, discussed costs, found locations of gigs, etc.)

### Columbia Hyundai, Genesis, and Acura, Cincinnati, OH

September 2017 – June 2019

*Assistant Shop Foreman*

- Greeted 100 or more customers as they pulled into service.
- Recognized issues customers were having with their vehicles and wrote-up issues on a repair order given to a technician.
- Maintained contact with a customer while their vehicle was being worked on.
- Displayed superior knowledge of over 100 services provided.
- Interacted with 3 automotive manufacturers (warranty work, recalls, system updates, etc.)
- Led 60 employees and helped diagnose vehicles

## **LEADERSHIP AND AFFILIATIONS**

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**University of Cincinnati, Cincinnati, OH**

August 2022

*Guest Speaker in Intro to Business*

- Presented in a professor's classroom at UCBA about business ethics and social responsibility.
- Taught students about the importance of business ethics and social responsibility.

**Lakota Local School District, West Chester, OH**

September 2018 – May 2019

*Marketing Assistant*

- Created 5+ small ad campaigns launched by Lakota on social sites.
- Controlled Lakota's online suite of over 50 videos.
- Selected 30 local businesses to participate in a digital program for students.

**Lakota East Spark Magazine, Liberty TWP, OH**

August 2018 – May 2019

*Associate Business Manager*

- Controlled a budget of \$35,000 used to make a news magazine for Lakota East High School
- Directed Spark's subscription sales and ADs to 700+ community members and businesses.
- Led fundraising activities that raised over \$3,000 for Spark.
- Managed staff relations and set up bonding activities for a staff of 40 people.

## **SKILLS**

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**Automotive:** STAR Certified Hyundai and Genesis Salesperson, V-Auto experience, trained in ERAccess

**Social Media:** Facebook, Twitter, and Instagram

**Microsoft Office:** Excel, Word, PowerPoint

**Google Workspace:** Docs, Sheets, Slides, Google Drive