

PARKER BOMAR

Interaction Designer

(404) 567-0392 + parker@pbomar.com + www.pbomar.com

Work Experience

BMW Asst. Manager / Client Advisor, Global Imports BMW

July 2017 – Present 2019

Atlanta, Georgia

- + Assist dealership managers with daily upkeep of documentation, inventory ordering and management, and ensuring compliance with BMW branding and sales guidelines
- + Guarantee exquisite presentation of each vehicle by partnering with service, finance, and sales managers to prepare all associated documents and details for each sale
- + Exceeded monthly sales and customer satisfaction goals by providing an unparalleled luxury sales experience through transparent communication and negotiation

Director, Product Trainer Team, BMW of Dallas

June 2015 – June 2017

Dallas, Texas

- + Recognized and awarded by BMW of North America and BMW AG for top performance in USA and invited to participate in product review boards
- + Independently created and lead the BMW Genius program and grew team to include 7 product specialists personally trained in BMW technology and quality customer service
- + Designed and conducted weekly product training for over 40 client advisors, managers, and finance personnel through web-based, video and in-person presentations
- + Coordinated advertising events and represented the brand at the BMW Dallas Marathon, the Irving Tennis Classic, DFW Auto Show, and monthly local and state-wide car expos
- + Collaborated with product partners (such as Samsung) to ensure product compatibility

BMW Genius (Product Specialist), Global Imports BMW

August 2013 – June 2015

Atlanta, Georgia

- + Provided expert consultations on all BMW vehicle specifications and history; sustained impressive level of knowledge through 500+ continuing education hours
- + Worked effectively with 5 departments to ensure the highest rate of customer satisfaction and vehicle performance at the largest dealership in Georgia
- + Increased marketing presence by installing and maintaining BMW display computers to disseminate accurate, up-to-date product information throughout the dealership

Education

Bachelor of Science – Interactive Design Major Technical Communication Minor

Kennesaw State University, 2019
President's List – 2017-2019

Highlights

Awards/Certifications: BMW M & i Sales - Google AdWords - 1st in BMW Marketing Contest (2017)
National Honor Society – KSU Presidents' List

Programming Languages: C# - Java - CSS – HTML – JavaScript

Skills

Adult Learning	Usability Testing	Ethnography	Photo / Video Editing	Microsoft Office
UX: Goal Directed Design, Heuristic Evaluation, Interviews		Fusion 360, AutoCAD	Rapid Prototyping: Co2 Lasers, 3d Printing, Arduino	
Adobe Suite: Photoshop, Illustrator, After Effects, Premiere, Lightroom			Prototyping: XD, Sketch, Axure, Figma, FramerX, Invision, Principle	