

Gregory Bethea Jr.

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Objective: Business Broker involving:

- ❖ Promotional/Experiential Marketing
- ❖ Sales Management
- ❖ Business Funding
- ❖ Loan Origination

SUMMARY OF QUALIFICATIONS

- 20+ years in sales and marketing.
- Knowledge of sales, prospecting, and pipeline management.
- Experience with business consultation and strategic planning
- Development of cutting edge marketing campaign recommendations.
- Systematic application of market driven strategies.

RELEVANT EXPERIENCE & ACCOMPLISHMENTS

Promotional/Experiential Marketing

- Developed and executed events for promotional and experiential campaigns for over a decade.
- Worked with brands such as Sprint, Pedialyte, Planters, Bailey's, AT&T, Red Diamond Wine, Panasonic, Hersey, Blackberry, Guitar Hero, Georgia Bookstore, Coke Zero, AJWright, Nike, Comcast, Turner, Ford, and Target.

Sales Management

- Successfully managed diverse clientele with effective communication systems:
 - Operated databases of prospective buyers, sellers, and investors.
 - Managed communications regarding potential business opportunities.
 - Created systems to allow clarity and organization during transactions.

Business Funding

- Delivered fast and efficient services for businesses seeking business capital:
 - Increased options for businesses to obtain critical funds for business expansion.
 - Prospect businesses seeking quick funding for pending projects and acquisitions.
 - Establish expansive database of lending sources for various funding needs.

Loan Origination

- Coordinated and implemented tasks and activities surrounding loan qualification and processing:
 - Facilitated loan application completion and submission to lenders.
 - Educated clients on requirements, qualification measures, and origination process.
 - Strategically match qualified buyers with lenders based on needs and profile.

EMPLOYMENT HISTORY

2022 – Present	Mortgage Loan Originator	Loan Factory Inc
2021 – Present	Business Funding Broker	Alternative Lending Company LLC
2011 – 2019	Life Insurance Agent	NAA Life
2007 – 2020	Brand Specialist	Various Agencies

EDUCATION & TRAINING

B.S., Psychology, Kennesaw State University, 2007
Licensed Real Estate Agent