

Jessica L. Horst, CISR

New Holland, PA 17557 • jessicaleekeith@gmail.com

Career History

IEC&A Strategic Business Development Manager & Consultant- March 2014 to present

- Report to the Principal Investigator and support the IEC& A team.
- Develop and create new business relationships, new market opportunities and joint ventures.
- Perform systematic industry research and analysis to enhance potential business opportunities.
- Cultivate and enhance relationships with current and potential customers.
- Develop marketing campaigns for advertising.

Vaughn Financial Advisors Inc., Strasburg, PA- December 2012 to December 2013

- Senior Office and Human Resource Manager- Managed staff, key persons and sales teams for schedules, appointments, policy tracking and new business.
- Developed a workflow process in each platform to increase efficiencies in the investment firm existing of over \$35 million in assets under management and \$2 million in insurance premiums.
- Lead development of the Property and Casualty lines platform by obtaining company contracts for standard and surplus markets for both personal and commercial lines.
- Assisted in the business development for the company's long range and short range goals; including platform business plans, marketing for the platforms and financial models for quarterly sales for each platform.
- Assisted in the monthly marketing plans with sister companies and with strategic business partners.
- Conducted interviews, hiring, recruiting, training and orienting staff and sales people.
- Developed marketing pieces for platform portfolio presentations.
- Designed local marketing campaigns for advertising to local residences and businesses through email, tradeshows and social media.
- Platform presentations at local speaking engagements.

Fields Edge Inc.Ressler Insurance Agency, Strasburg, PA- March 2005 to December 2012

- Office and Human Resource Manager-Managed employee relations for daily work flow, tasks, progress, scheduling and hiring and dismissing personnel.
- Maintained accounts receivable/ payable on current and past policy periods for new, renewal and audited premiums.
- Quoted, wrote, problem solved, processed claims and serviced property and casualty policies for personal, commercial and surplus lines a \$2.5 million book of business.
- Strived to maintain the highest level of client service and care by reviewing each customer's unique insurance needs, questions and concerns.
- Paid and maintained monthly office expenditures.

Fields Edge Inc.Weaver Insurance Agency, Quarryville, PA- June 2003 to March 2005

- Customer Service Representative- Responsible for quoting, writing and servicing property and casualty policies for farm/agricultural, personal and commercial lines.
- Maintained the past due premium accounts for policies in pre-cancellation.

Auntie Anne's Inc. Marketing Internship- Gap, PA-May 2002 to June 2003

- Marketing representative analyzing franchisee data for sales and expenditures with Excel.
- Created study areas of stores with both low and high sales,then extracted demographic and map data to strategically place new stores using the Arc View program through West Chester University.

Auntie Anne's Inc. Shift Leader – Parkesburg, PA -February 2001 to November 2003

- Managed staff, production of products and maintained inventory.
- Store closing and opening, night-end register receipts processing for the daily bank deposit.

Qualifications Summary

- Possess strong management and leadership qualities.
- Excellent organization and prioritizing skills for tasks, projects and procedural development in existing procedures or implementing new procedures processes for efficiency.
- Highly goal driven and task oriented.
- Efficiently complete projects as an individual or in team environments.
- Strong cognitive skills in problem analysis, decision making, financial and quantitative analysis.
- Excellent communication skills with other business leaders, staff and clients.

Career Achievements

Certified Insurance Counselor

- Completed 3 of the 5 course requirements for designation.

Certified Insurance Services Representative

- Completed 5 course requirements for designation received in April 2005.

Pennsylvania Property and Casualty Insurance License –November 2003.

Professional Skills

QuickBooks · MS Access · MS Office; Word, Outlook, Excel and PowerPoint
Agency Management Systems; Doris, Easy Apps, Redtail and Advisors Assistant

Education

2003 Graduate of West Chester University

Bachelor of Science- Business Management

Minor -Marketing, Geographical Information Systems

1999 Graduate of Pequea Valley High School

1998-1999 Future Business Leaders of America, Group secretary

1998 Technical Students of America



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