

# Cory A. Mayback

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## Training Specialist | Sales & Solutions Engineer

Problem Analysis & Resolution • Customer Support • Technical Proficiency • Training Design

### EXECUTIVE SUMMARY

A result-focused sales engineer / account manager with extensive, progressive experience for a major international corporation. Proven strengths in problem solving, empathy, compelling storytelling, and communication. Unique ability to translate complex ideas into easy-to-understand language.

*Identifying & Resolving Problems to Retain Clients & Boost Sales Revenue*

Exceptional project management skill, a passion for making a difference in the lives of others, and capacity to explain or sell a product or idea in an engaging, entertaining, instructional manner. Ability to understand customer needs, convert needs to solutions, and deliver client support and service.

### CORE COMPETENCIES

- Sales Aptitude & Acumen
- Sales & Account Management
- Customer Service & Support
- Communications
- Instructional Design / Training
- Project Management
- Business Analysis
- Identification of Root Causes

### PROFESSIONAL EXPERIENCE

EASTMAN KODAK COMPANY / KODAK ALARIS, INC.

Orlando, Florida

*A manufacturer / marketer of traditional photographic supplies, hardware and software for digital imaging, and retail printing kiosks providing photography solutions to theme parks, cruise ships, and other tourist venues.*

#### ACCOUNT MANAGER

2013 – Present

Travel to client sites to service and retain existing accounts, perform site / needs analyses, install hardware and software systems, deliver field support, and assist clients to maximize sales. Service clients such as large waterparks, amusement parks, and entertainment venues across the USA and Caribbean. Interface with account senior managers to deliver and oversee top-quality customer service.

- \$50,000+ estimated savings achieved by optimizing onboarding efficiency of temporary December seasonal staff using a tracking system to deliver twice-daily feedback to regional and site managers.
- Recognized by company leaders for outstanding performance in managing and retaining accounts.

#### TRAINING & DOCUMENTATION LEAD

2005 – Present

Designed and facilitated training courses on photography equipment, studio setup, Kodak software, computer and photo printer troubleshooting and maintenance via classroom and virtual channels to more than 5,000 individuals in 110 locations. Trained operations managers, site trainers, and corporate clients include non-native English speakers using the ADDIE model. Implemented certification programs. Participated in new product development, technical QA, and data analysis. Interfaced with internal and external clients.

#### *Problem Solving*

- \$50,000 in noncompliance penalties avoided by auditing sales reporting software to identify glitches.
- 40% decrease in internet customer support requests made by authoring a complete set of help files for each of the 30+ websites.
- Played a key role in improving the online photo exchange platform that enabled theme park guests to claim, view, edit, and download images. Spent ten years and several software lifecycles as the liaison between the consumer experience and the software developer.
- 30% per hour average increase in internet customer support cases managed by recommending functional upgrades for faster, more efficient searches.

### ***Training***

- Rolled out system training and new technologies in ten parks for more than 1,000 participants as part of a two-year training initiative.
- Awarded trainer of the year and outstanding technical writing achievement for superior performance.
- Created a training plan to report copyrighted data sold to ensure compliance to the Six Flags contract as well as accurate reporting of royalty payments.
- Ensured quality at regional locations through on-site visits, interaction with managers and trainers, analysis of photographic quality, sales statistics, and sell-through metrics.

### **TRAINING SPECIALIST**

2003 – 2005

Delivered instruction on use and troubleshooting of the proprietary Kodak photo editing / sales software, cameras, and photo printer hardware to more than 3,500 employees in multiple locations across the U.S. Coached staff on sales skills, guest approach, and customer service. Trained management on business operations, budgeting, scheduling, inventory, staffing, and sales projections.

- Provided training that resulted in effective, productive operations to ensure meeting and exceeding budgets and sales targets for various sites.
- Awarded trainer of the year for diligence and excellent work performance.

***Previous Experience:*** Office Manager for Park Avenue Construction Company

### **EDUCATION**

#### **Master of Arts**

***in Instructional Technology / Media: Instructional Systems***

University of Central Florida



#### **Bachelor of Science**

***in Business Administration & Marketing***

University of Florida

