

# TRAVIS ENDERS

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## Sales Director/ Business Manager

### Sales Strategy | Market Research | Competitive Analysis

#### SUMMARY

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Marketing and Sales Director with 10+ years of experience driving marketing strategy, digital campaign execution, and sales growth across retail, automotive, and hospitality industries. Proven success in lead generation, brand development, and CRM optimization to increase revenue and market share. Skilled in SEO, SEM, social media advertising, and team leadership.

- **Proficient in driving cutting-edge sales and business development programs** to grow revenue and market dominance for companies.
- **Recognized by key shareholders and senior leaders** for exceeding quotas, maximizing revenue and profit within 1-fiscal year.

#### SKILLS

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Communication | Analytical & Problem | Solving Skills | Sales Strategy | Account Management | Lead Generation  
Industry & Competitive Analysis | Training & Development | CRM Optimization | Marketing Automation  
Customer Service Delivery | Market Research & Analysis | Pricing & Promotional Strategy | Compliance to Standards

#### PROFESSIONAL EXPERIENCE

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##### WILDE TOYOTA – MILWAUKEE, WI

##### **Marketing & Sales Manager** (Other Positions Held: *Business Development Director, Internet Sales Director, Marketing Assistant, Assistant Automotive Buyer*)

Managed and held various positions, created, and implemented training sessions, follow up, and vehicle acquisitions processes. Directed over 30 sales reps. Planned and held conference meetings twice every month to discuss expected sales targets and goals.

##### Notable Contributions:

- **Improved store and online sales traffic** via multiple lead sources, research, referrals, and internal clientele.
- **Doubled digital traffic count by increasing its closing rate and maximizing the profit** average for traffic without increasing staffing measures.
- **Increased year-over-year internal production by 52%** and handled third party negotiations on SaaS products.
- Prepared, reviewed, and presented sales data, lead data, and calculations to the senior management, the VP, and ownership within the company.
- **Recognized by Toyota Corporate** for developing new data which produced ground-breaking results that were used by the corporation to establish new processes nationwide.
- **Enhanced store profit margins** by devising new sales processes used by different departments and increased annual sales from **\$1.9M to \$2.5M**, consistently boosting gross profit to over \$3.8M annually.
- **Minimized company labor costs by reducing the number of sales representatives** that sold an average of 105 pre-owned units monthly to half and maximized the used units monthly average sales to 165 units over 4 years.
- **Held responsibility for directing and leading Google search campaigns**, analytics, Microsoft Ads, and digital marketing materials; developed new SEO content and applied extra search measures for digital campaigns.
- **Utilized CRM data, trends, and live data to develop and analyze reports to identify sales opportunities.**
- **Trained and mentored store representatives and managers, increasing** the customer relations score and online presence which led to over 3000 reviews from clients.

##### WILDE AUTOMOTIVE – MILWAUKEE, WI

##### **Sales Director/Internet Director**

Handled sales-related issues with responsibility for developing and executing strategic plans to realize sales targets. Employed the comprehensive knowledge of websites, inventory tools, social media to boost company's publicity and aligned online sales with other existing in-person promotions.

##### Notable Contributions:

- **Functioned as the resource person responding to 1800+ inquiries on new and preowned** vehicles every month and offered sales and financial documents to clients.
- **Recognized as the top sales performer of the year** recording the highest gross average per unit.
- **Trained business development representatives and mentored the sales staff** to effectively utilize the available tools within the dealership to meet customer needs and discover business growth opportunities.
- **Utilized CRM and market data to study customer needs**, creating urgency and extending customer retention times.
- **Advertised dealer service, parts, and sales** via business websites, social media, and public advertising platforms.

## **ACTION POWER SPORTS & ACTION BOAT HOUSE – WAUKESHA, WI**

### **Marketing Director**

Led strategic marketing initiatives that drive sales across multiple powersports brands through digital advertising, event promotion, and sales enablement. My work has directly supported increased lead generation, brand visibility, and unit turnover in a highly competitive dealership environment.

#### **Notable Contributions:**

- **Led multi-channel marketing initiatives** across Google Ads, Facebook/Instagram, Snapchat, and CycleTrader/MotoHunt to drive traffic and leads for brands like Polaris, Can-Am, Sea-Doo, Honda, Yamaha, KTM, and Manitou.
- **Created targeted campaigns** for individual product lines (e.g., Polaris Ranger, Can-Am Defender, Sea-Doo Explorer Pro) with unit-specific ad copy, promotions, and pricing strategies to increase conversions and move high-inventory or demo units.

**Produced sales materials** and video content using CapCut and static/interactive formats to support showroom, digital, and sales team efforts

## **TAVERN TEAM – MILWAUKEE, WI**

### **Owner**

Established, developed, and ran a self-managed mobile bar and venue solutions company that focused on building customer experience, providing bartending services and business management consulting services to bars, taverns, and restaurants within the state of Wisconsin.

#### **Notable Contributions:**

- **Successfully managed all aspects of the business with 15 well-trained bartenders** and upsold bartending services at corporate events, weddings, and parties, leading to a consistent five-star rating.
- **Oversaw the creation, improvement, and branding of all marketing materials maximizing annual bookings** through the end of 2025.
- **Hired, trained, and supervised five new hires quarterly** and held responsibility for analyzing new employees' performance and growth to ensure consistent business practices.

## **LICENSES | BUSINESS EXPERIENCE**

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**WISCONSIN SALES LICENSE, WISCONSIN REAL ESTATE LICENSE, BAR/RESTAURANT MANAGEMENT, CONSTRUCTION SALES MANAGEMENT**

### **EDUCATION**

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**WCTC – PEWAUKEE, WISCONSIN**

**OCONOMOWOC HIGH SCHOOL – OCONOMOWOC, WISCONSIN**