

AARON MYERS LYON

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OBJECTIVE

To find a position with growth potential that will utilize my education, skills, and work experience, keeping customer service and my clients' needs the top priority, while contributing to the goals and overall success of the company.

EDUCATION

Auburn University, Auburn, AL **Bachelor of Science Business Administration** **December 2008**

RELEVANT COURSE WORK & SKILLS

Licenses & Certifications

- FINRA Series 7, Series 66, Florida Life & Annuity 214, Florida Notary

Business Courses

- Wells Fargo CE90x, The Ken Blanchard Company Situational Leadership I & II, Wells Fargo AHOS Store Management, Strategic Management, Human Resource Management, Business Marketing, Business Law, Managerial Accounting, Business Statistics, Microsoft Word, Excel, PowerPoint, Access

WORK EXPERIENCE

Wells Fargo Bank, Spring Hill, FL

Regional Bank Private Banker, Assistant Vice President **January 2016 – Present**

- Assess the needs of affluent clients through a consultative conversation
- Develop a customized financial strategy that matches clients goals and estate planning needs
- Partner with other specialty lines of business to offer a complete concierge level service to clients

Wells Fargo Bank, Spring Hill, FL

Branch Manager II, Assistant Vice President **February 2013 – January 2016**

- Coach 12 team members on daily productivity and career development.
- Develop partnerships with other lines of business driving increased productivity and cross-sell penetration.
- Focusing on proper segmentation increased sales by over 14% Solutions, 27% STS Factor, 8.75% DDA, from Y/E 2012 to Y/E 2014.
- Took underperforming store (bottom 25% for West Central Florida Area) to 4th in overall sales production.
- Developed and lead monthly affluent meeting for Pasco East District which has resulted in an 8% increase of dispositioned Financial Advisor referrals as qualified.

Wells Fargo Bank, New Port Richey, FL

Branch Manager I **October 2012 – February 2013**

- Provided consistent sales and service coaching of 9 team members.
- Built a cohesive, customer-centric team environment.
- Ranked 1st in overall performance for Q4 2012 and Y/E 2012 in Pasco West District exceeding 100% in Solutions and DDA.

SunTrust Bank, Hudson, FL

Assistant Branch Manager **March – October 2012**

- Coached 4 team members in sales performance and operations.
- Reviewed team member daily sales plans.
- Developed new methods of tracking current performance against goals.
- Exceeded individual sales threshold every month by 10-50%.
- Store ranked 4th out of In-Store locations throughout the entire company, over 350 In-Stores.

October 29, 2016