

# LINDA K. SMITH

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## SUPPLY CHAIN / LOGISTICS / OPERATIONS / TRAFFIC MANAGEMENT

Excellent record of meeting and exceeding goals in start-up and established operations • Experience in Logistics, Transportation, Purchasing and Operational areas • Supervised/trained cross-functional teams of transportation and administrative personnel. • Strong business developer with skills in client needs analysis.

Experience in various modes of transportation, including Driver recruitment, Truckload, LTL, CL, LCL, and special equipment, with detailed knowledge of DOT compliance regulations. Skilled in managing multiple responsibilities concurrently, achieving goals within fast-paced environments and leading turnarounds for under-performing operations. Build strong, sustainable customer and vendor relationships.

### AREAS OF STRENGTH & EXPERTISE

- Inventory Management
- Bidding & Purchasing
- Logistics Management
- Supply Chain Operations
- Partnership & Alliance Building
- Customer Loyalty & Retention
- Small/Large Account Management
- Full Profit-and-Loss Responsibility
- Employee Recruiting/Hiring
- Staff Performance Reviews
- Team Training & Coaching
- Vendor Negotiations

### PROFESSIONAL EXPERIENCE

**GREATWIDE**...Dallas TX.

2011 to Present

#### Driver Recruiter

**Recruite drivers for company equipment, owner operators, and drivers for truck owners.** Primary Function to screen, interview and hire qualified driver applicants and to improve driver retention while meeting all company hiring criteria and achieving set goals.

**Identify potential applicants** through the use of various sources including grass roots recruiting efforts, matching applications with locations of interest, and properly presenting opportunity advantages at the identified location within the 48 states/113 Operating location.

**Background applicants** Secure and review DAC, MVR, PSP, Criminal as well as applications, drug screen scheduling and results with Lexis Nexis and E Screen. Assist Processing in the movement process of the application.

**BROWN TRANSPORTATION** ... Columbus, Ohio

2010 to 2011

#### Account Manager

**Develop, manage and implement a temporary project.** Identify potential customers for a specialized small carrier. Project was a feasibility study to assess growth with the non asset based side of the company. Sales also included current customer retention, reports to owner.

**ESTES EXPRESS LINES** ... Columbus, Ohio

2007 to 2010

*\$1.5 billion-plus carrier with direct nationwide LTL and offshore services.*

#### Account Manager

**Manage schedule of at least 7 on-site appointments per day with customers.** Pull and assemble pertinent sales information, including daily revenue reports, brochures, and other documents. Review emails and Enet site for leads on local and national account sales opportunities. Analyze future schedule to determine necessary phone calls for maintaining 20-day planner schedule.

**Establish and maintain relationships with customers to build loyalty and retention.** Follow up with Customer Care and OS&D on all pending issues requiring resolution.

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- **Achieved bonuses in 4 of the last 5 quarters for meeting goals**, specifically on combination of LTL freight and Estes Forwarding Worldwide freight that requires additional customer service delivery.
- **Signified as the only salesperson among 4 to hold monthly luncheons** as required by the company to educate and train office staff. Delivered informative, well-received meetings.

### **BLUE CHIP TRUCKING** ... Hebron, Ohio

2005-2007

*Operated primarily in the Midwest region, with a focus on General Electric shipping facilities (major customer). Availability of 15 trucks from the Hebron facility at any given time.*

#### **Operations/Sales Manager**

**Managed sales and operations activities for regional truckload branch location.** Ran approximately 15 pieces of equipment from the facility, including mix of Independent Owner-Operators and company drivers. Hired, oriented, supervised, and road-tested drivers as needed, ensuring compliance with DOT regulations. Managed and directed office staff in proper operational procedures, computer updates, and freight scheduling to maximize dollar potential while minimizing empty miles and downtime.

**Set up equipment maintenance schedule, including vendor involvement.** Monitored proper licensing, permitting of trucks, and certifications of drivers to ensure up-to-date status. Performed daily lot checks at branch and customer locations. Secured additional customers to maintain equipment in continual operation.

- **Achieved lowest percentage of “empty miles (deadhead) in the company at 7% vs. 19%** at the Chicago terminal, increasing profitability as a result.
- **Increased numbers of trucks on the road from 2 at beginning of tenure to 15**, increasing business steadily to keep equipment continually moving.
- **Influenced staff to plan ahead for next move on each piece of equipment**, leading to increase in revenues per mile on equipment.
- **Brought in new accounts at more profitable rates in the same Midwest region.** Recruited and secured Owner Operators and drivers to move freight.
- **Moved the office to a new location that provided more visibility**, allowing the company to attract drivers in the area (chose location next door to a truck stop).
- **Changed vendors for service work and negotiated better rates** following evaluation of existing vendor and determination of need for improvement.

### **D&S DISTRIBUTION** ... Hebron, Ohio

2001-2005

*Start-up distribution operations.*

#### **Sales Manager**

**Recruited and hired to drive business development goals in a start-up environment.** Brought in Operations Manager, staff, Owner-Operators, and drivers. Held regular meetings with operators to coordinate efforts on balancing inbound/outbound activities. Communicated new opportunities to determine abilities for servicing accounts, providing updated contact information, rates, and lanes in order to develop new accounts and increase profits. Maintained all data within ACT database. Managed 65 pieces of power at location.

**Managed customers that included Tyco, Auto Zone, Ralston Purina, International Paper, and Goodyear.** Personally visited customers at their locations to ensure top-notch service. Maintained daily contact with customers to address inquiries and resolve issues. Additionally oversaw Warehouse division.

- **Met and surpassed incremental projections by ~100% at each interval**, achieving goals for start-up 1 year ahead of time and reaching business levels to lead power units to profitability. Provided daily call list to maintain contacts until accomplishing desired results.
- **Negotiated contracts with Ralston Purina, Auto Zone, and Sunfield.** Contributed to expansion from local area to Midwest and Northeast U.S. regions.

**KUNTZMAN TRUCKING, Account Executive**, Columbus, Ohio

**CUMBEE FREIGHT SYSTEMS, Director of Sales**, Newark, Ohio

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**EDUCATION • PROFESSIONAL TRAINING**

**BACHELORS DEGREE**

Business Management

**TRANSPORTATION CURRICULUM**

Bliss College, Columbus, Ohio

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**PROFESSIONAL REFERENCES FURNISHED UPON REQUEST**

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