

# Ginevra Means

## Senior Health Insurance Agent & Team Lead

Orlando · Florida · US

ginevra.means@email.com | (407) 555-8421

### Profile

Dynamic, results-driven health insurance professional with 16 years of progressive experience in sales, client relationship management, and team leadership. Proven record of exceeding revenue targets, cultivating high-value customer portfolios, and mentoring top-performing sales teams. Holds a Florida 2015 Health, Life & Annuities License and multiple industry certifications. Adept at leveraging CRM tools, data-driven prospecting, and consultative selling to deliver value-added insurance solutions in fast-paced environments. Recognised for a polished, professional demeanor and a collaborative, "family-focused" work ethic.

### Skills

Insurance Sales & Underwriting, Client Relationship Management, Prospecting & Lead Conversion, Negotiation & Closing, Team Leadership & Coaching, Performance Analytics, CRM Platforms, Microsoft Office Suite, Auto-Dialer Systems, Regulatory Compliance, Financial Acumen, Presentation & Public Speaking, Digital Marketing Basics, Project Management, Problem Solving & Critical Thinking, Time Management & Organization, Multilingual Communication, Emotional Intelligence, Adaptability & Resilience, Computer Proficiency

### Languages

#### English | – Present

Native speaker

#### Spanish | – Present

Professional working proficiency

### Awards

#### Quarterly "Excellence in Sales" Award | 2021-12-01

Orlando Life & Health Agency

Earned Quarterly "Excellence in Sales" Award (2021, 2022).

#### Emerging Leader Program Selection | 2023-01-01

Orlando Life & Health Agency

Selected for the "Emerging Leader" program (2023).

#### Top Producer – Florida Region | 2018-01-01

BrightFuture Financial Services

Award: "Top Producer – Florida Region" (2018).

### Certifications

#### Florida 2015 Health, Life & Annuities License | 2020-01-01

State of Florida

#### Certified Insurance Counselor (CIC) | 2021-01-01

The National Alliance

#### Certified Financial Planner (CFP) | 2023-01-01

CFP Board

#### Microsoft Office Specialist (MOS) – Excel Expert | 2020-01-01

Microsoft

### Interests

#### Trail Running | – Present

#### Marathon Training | – Present

#### Culinary Arts | – Present

- Mediterranean cuisine

#### Travel Photography | – Present

## Experience

### Orlando Life & Health Agency

Senior Health Insurance Agent & Team Lead | 01 Jul 2020 – Present

Manage a personal book of over 1,200 active health insurance policies generating \$2.4 M in annual premium revenue (2022–2023). Lead a cohort of 6 junior agents; implemented a structured onboarding program that reduced ramp-up time by 45 % and boosted team-wide sales by 27 % within the first year. Consistently rank in the top 5 % of agents nationwide for monthly production bonuses; earned Quarterly “Excellence in Sales” Award (2021, 2022). Partner with marketing to design targeted email sequences, increasing warm-lead conversion rates from 18 % to 34 %. Drive compliance initiatives, ensuring 100 % adherence to Florida licensing requirements and internal audit standards.

- Revenue Growth: Delivered a 35 % YoY increase in premium sales during 2022, contributing an additional \$850 k to agency profit.
- Retention Excellence: Achieved a 92 % policy renewal rate, surpassing the industry average of 78 %.
- Recognition: Selected for the “Emerging Leader” program (2023) and presented best-practice sales strategies at the company’s annual summit.

### BrightFuture Financial Services

Insurance Account Manager | 01 May 2012 – 30 Jun 2017

Served as primary liaison for corporate clients, customizing health insurance packages for small and medium-size businesses. Exceeded sales quota by an average of 28 % annually, generating \$1.1 M in new business over five years.

### BrightFuture Financial Services

Team Lead – Sales Operations | 01 Jul 2017 – 31 Dec 2019

Supervised a team of 8 agents; instituted weekly performance dashboards and coaching sessions that lifted average individual sales by 22 %. Piloted an auto-dialer integration (Five9), reducing average call handling time by 31 seconds and increasing contact efficiency.

- Award: “Top Producer – Florida Region” (2018).
- Process Improvement: Streamlined policy issuance workflow, cutting turnaround time from 14 days to 9 days.

### Sunrise Health Solutions

Junior Sales Representative | 01 Jul 2006 – 30 Apr 2009

Prospected and qualified leads for health insurance products; built a personal pipeline of 250+ prospects within the first year. Developed foundational knowledge of underwriting criteria and regulatory compliance.

### Sunrise Health Solutions

Senior Sales Representative | 01 May 2009 – 30 Apr 2012

Promoted after achieving 150 % of sales target for two consecutive years. Managed complex multi-line accounts, delivering tailored solutions that increased client lifetime value.

- Revenue Impact: Secured \$3.2 M in cumulative premiums across three product lines.
- Customer Satisfaction: Maintained a 96 % client satisfaction score (internal surveys).

## Education & Training

### MBA, Healthcare Management

Nova Southeastern University  
– 01 May 2012

### BBA, Marketing

University of Florida  
– 01 May 2006

## Projects

### Revenue Generation Initiative | 01 Jan 2021 – 31 Dec 2023

Propelled annual premium revenue from \$1.8 M to \$2.4 M within two fiscal years (2021–2023).

### Team Performance Improvement | 01 Jan 2022 – 31 Dec 2022

Elevated junior team’s average closed deals from 12 to 19 per quarter (2022).

### Lead Conversion Optimization | 01 Jan 2021 – 31 Dec 2023

Boosted warm■lead conversion rate to 34 % through data■driven outreach.

**Retention Leadership Program | 01 Jan 2022 – 31 Dec 2022**

Achieved a 92 % policy renewal rate, the highest among peer groups in 2022.

**References**

References available upon request