

LELAND BAPTIST

BUSINESS NAVIGATOR

CONTACT

3179374382

leland.baptist@gmail.com

Indianapolis, In.

EXPERTISE

Six Sigma Green Belt
Lean Six Sigma Principles
Project Planning and Implementation
Consultive Sales
Relationship Management
Training Facilitation
Presentations
AgriBusiness
Economics
Bookkeeping
Communication

EDUCATION

Economics / Business and Environmental Science (B.S.)

2008-2013
CERTIFIED IN:
COMMODITIES
WASTE MANAGEMENT
SIX SIGMA
Certified GrowthWheel Advisor
Certified Marketing Specialist - 10X Marketing

North Carolina Agricultural & Technical State University (NC A&T), Greensboro, NC

REFERENCES

KELLY EVANS (LISC ECONOMIC DEV.)

317-970-2477

KEVANS@LISC.ORG

HANK HUNT

317-488-9816

HANKHUNT@COMCAST.NET

PROFILE

Leland is a systems and automation specialist with a "listen first" approach. With consultation and specialization at the core, Leland has the ability to make complex methods simple and easy to implement, directly impacting the organization in a positive manner. With a proven track record in sales and relationship development, organizations can expect an increase in sales revenue and client success.

WORK EXPERIENCE

2022 - Present

TA HUB Project Manager (Indy Black Chamber)

- Directed a comprehensive consulting program for 300+ businesses, ensuring high completion rates, exceptional service delivery, and effective team leadership, resulting in enhanced client satisfaction and operational efficiency. (Apr 24' - Present)

DIL (Diversity In Leadership) Indiana Cohort 6 Member

- Executive leadership training in preparation for graduates to obtain their Executive MBA. (Jan 24' - Present)

Greater YMCA Board Member (Youth Development Board)

- Review budget and overall vision of the programs for youth programs ages 0 - 17 (Aug 22' - Present)

Verizon Digital Ready Liaison

- Verizon Digital Ready Program **Market Goal Exceeded by 210% in 3 months** at role. (Apr 23' - Present)

Digital Marketing Director (Indy Black Chamber)

- Increased membership signups by 40% using marketing strategies and setting up internal systems and CRM. Marketing plans, automation systems, CRM build out, email marketing and marketing partnerships. (Jul 23' - Present)

Business Consultant (Indy Black Chamber)

- Business Consultant to **local MBE, SME and WME businesses** across the state of Indiana with a focus on sales and marketing. (Aug 23' - Present)

Marketing & Private Banking

Launch Consulting

2012-2017

Lee-Chandler

- Marketing automation and implementation
- SEO & Website Development
- Paid Digital Advertising
- Help structure deals for clients in the form of acquisition and/or exit strategy.
- Raise capital and network with other professionals.
- Learn a database of financial institutions and lender appetites.

Six Sigma Specialist, Sales Rep, Congressional Liaison

DowAgroSciences/Dow Chemical

International Paper

US Congress

Piedmont Natural Gas

NC A&T State Univ.

- Six Sigma Project geared toward efficiency saved company operation cost of **\$60,000/month**.
- Completed company training matrix, learning about futures and options contracts, negotiations with suppliers and buy guide utilization.


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ACHIEVEMENTS

Greater Indianapolis YMCA Advisory Board
Member, 2022-Current
ReJoyce Financial Rookie/Advisor of The Year,
2015-2016
Student Government Senator, 2010 – 2011
NCAT School of Agriculture & Environmental
Science Leadership Award, 2009 – 2010

NCAT School of Agriculture & Environmental
Science Achievement Award, 2008 – 2009

Education Chair, NAACP State Executive
Committee

Common Caucus Intern

Aggie/SAES Ambassador & Recruiter

Environmental Science Advisory Board

Dean's List and Honor Society – Gamma Sigma
Delta


Fundraising Chair, Alpha Nu Chapter of Kappa
Alpha Psi Fraternity Inc.


Student Health Advisory Council

Resident Assistant


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- Provided technical assistance to dealers, end users and channel partners in a territory (PA, WV, VA, and MD) to ensure proper use and stewardship of products.
- Developed marketing materials for growers / dealers and implemented a plan for weekly, monthly and quarterly visits to articulate the competitive advantages of Mycogen products.
- Successfully converted more than 20 accounts into positive status.
- Provided training to more than 600 drivers on safety practices and safety orientation.
- Mediated issues to successful resolution, including passport issues, immigration cases, and unemployment.
- Successfully located 13,000 gas pipes in NC and constructed 5,401 bridge structures.
- Alerted the company to over 196 gas mains that actively flowed under highways and bridges.
- Tour the southern belt of the United States and host workshops, fairs, speaking engagements and fundraisers.