

Marisa Lara

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Strong Decision Maker

- **Experience in leading discussions and collaborative approaches**
 - Art School Graduate
 - Office professional experience, presentations, deadlines and committees.
 - **Strong telephonic and negotiating skills.**
 - Corporate, Private, Non-profit Marketing and Development experience.
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Education

Bachelor of the Arts, Art History Major at Central Connecticut State University, 2008.

Certifications/ Licenses

Adobe Certified Associate, Florida Gulf Coast University, 2018.

Florida 6-20 All Lines Adjusting license # W069065

Florida Foster Parent License in 2025

Professional Experience

Claims Specialist, Zenith Insurance, Sarasota, FL, June 2019-present

- Responsible for investigating, handling and negotiating settlements of work comp claims.
- Claims Analysis of claim reserve exposures.
- Legal coordination with outside defense attorneys on litigated cases.
- Strong communication, presentation, and negotiating skills.
- Handles the jurisdiction of Florida, Texas and Louisiana venues.

Professional Framing Manager, Michaels Craft Stores, Bradenton FL, February 2017-May 2019.

- Provides one on one design consultations for customers on an array of Artwork to be professionally handled with a conservation method.
- Maintains safety regulations and the frame shop machinery, including glass/Matte cutters, dry-press machine and other tools.
- Manages and develops Direct Reports to meet sales goals and operation standards.

Total Loss Claim Handler, Direct General Insurance, Tampa Office, August 2015- Dec 2016.

- Handles the evaluation and settlement process for total loss property damage claims.
- Contributes to the team as a mentor and assists new hires with the total loss process requirements.
- Participates in SME focus groups and HR related activities, such as volunteering to assist on work environment events.
- Accepts the challenge of resolving disputes, while upholding customer service standards.
- Takes initiative to assist in projects that are needed in the department.

Auto Bodily Injury Claim Handler, The Hartford, April 2013- March 2015

- **Florida 6-20 Adjusters** License, and is knowledgeable with various venues and compliance states including: FL, NY, AL, MS, NC, SC, DC, MD, VA, GA, NH, CT, VT, etc.
- Familiar with commercial and personal lines of business.
- Trained as a response handler for catastrophe claims, all lines of business.
- **Served as a designated handler for large national accounts claim handling in commercial lines.** This was for accounts that pay over \$500K in premium and have fleet vehicles.
- Customer Recognition recipient. Maintains a high percent of customer loyalty at all times.
- **Strong conflict resolution and negotiating skills** for exposures up to \$100K.
- Assertive approach to investigating claim exposures in an ethical manner and initiating Special Investigation launches for fraudulent claims.
- Volunteered to participate on committees dedicated to work environment, company newsletter and young professional networking groups.
- Presented ideas for improving claims practices thru a program called Harvest. It was a way to improve communications between Enterprise level executives and the claim organization.
- Public Speaking and Subject Matter Expert (SME) for several new practices presentations to large groups. **Confident in speaking to large groups and presenting prepared materials in an easy manner.**
- Strong analytic skills including total loss handling, diminution in value, and vehicle appraisals.

Property damage (Auto) Claim Processor, The Hartford Insurance. Sept 2011-April 2013

- Duties include processing claims with accuracy while maintaining the customer service standards.
- Commercial Claim Plus handler and includes all-tier compliance states.

- Handles “property damage only” for the personal and commercial auto claims
- **Ability to monitor potential policy limit excess.**
- Utilizes critical thinking to handle claims fairly and accurately.
- Participates on the Work Environment committee.
- **Assisted team-mates and new hires with transitional duties.**

Customer Care Team Specialist, The Hartford, Farmington, CT, Feb 2010 –sept 2011

Skills includes attending to in-bound calls for the *initial-loss auto and property claims* reporting center, **very strong multi-tasking, and typing, while directing call-flow on phone.** Data input accuracy and assignment responsibilities.

- Professional level Customer Service training and senior citizen sensitivity training.
- Set up and assignment of Personal Lines Homeowners property, liability, and automobile claims.

Development Services Manager, Hartford Stage Company, Hartford CT

February 2009 - May 2009 (4 months)

Components included ad campaigns, database management, gift processing and acknowledgement,

Administrative duties. This position also coordinated the SpringBoard Young professionals networking group and committee.

- **Daily maintenance of the Raiser’s edge database** to ensure correct information for queries that assist other members in the department with report-writing.
- Daily gift entry and tax letter acknowledgement for individuals and foundations.
- Coordination of the SpringBoard young professional committee, events, and marketing campaign.
- Assist at opening nights, donor technical rehearsals and other donor, sponsor and fundraising events.

Resident Artist for Studio @ 4 program, New Britain Museum of American Art.

Hartford, CT February 2009 - March 2009 (2 months)-seasonal position

Teaching young adults about mixed-media techniques in this fun studio program hosted by the NMBAA.

Member services & concierge coordinator, **The Hartford Club.** Hartford, CT

2004 - 2006, September 2008 - February 2009 (2 yrs, 6 months) – Country Club

- Work with Membership & Marketing Director to provide customer service for members.
- Secure reservations and accommodations for diplomatic and celebrity members.
- Contribute to event preparations and act as a formal Host.

Marketing and Communications Intern, **The Wadsworth Atheneum Museum of Art**

August 2008 - December 2008 (5 months)

While interning under the direction of the marketing director. I learned the fast pace of the advertising industry and implemented Guerilla Marketing tactics, interfacing with the public to promote exhibitions on a limited budget.

- Recommended, established and maintain an online Facebook account, enabling the museum to reach out to new and younger audiences.
- Research target audience contacts and manage fulfillment/ distribution of marketing materials.
- Manage media kits and conduct research to update marketing contact database.
- Maintain advertising partner relationships by handling ad insertions, and working with advertising representatives.
- Work with graphic designer to develop, confirm and insert approved ads.
- **Monitor publication deadlines and track budgets.**
- Train new interns on logistics for marketing mailings strategies.
- Coordinated RFQ/RFP process to identify vendors for web updates.