

# GEORGE P YAMALIS

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COMMUNITY RELATIONS | SALES & MARKETING | MANAGEMENT | BUSINESS DEVELOPMENT | RETAIL BANKING | OPERATIONS

## WORK EXPERIENCE:

### FIRST NATIONAL BANK

Pittsburgh, PA  
2018

#### Branch Manager

- Responsible for all aspects of management for employees
- Resolved client issues promptly through strategic analysis
- Maintained knowledge of different marketing campaigns and marketing activities for organization
- Skilled at developing sales while maintaining excellent employee and client relationships
- Increased branch performance ranking with over \$2 million in consumer and business lending

### PNC FINANCIAL SERVICES (2013 – 2017)

Pittsburgh, PA

#### Branch Financial Sales Consultant

2016 – 2017 & 2013 – 2015

- Identified financial needs and recommended appropriate products and services to consumer and business customers
- Produced \$5.7 million in equity lending 2016. \$2.5 million first two quarters of 2017, regional top producer

#### Business Development Officer-WorkPlace Banking

2015 – 2016

- Execution of all WorkPlace activities including employer on-site meetings, employee orientation presentations, special WorkPlace events and financial seminars
- Partnered with two regions comprising of 29 branches training branch champions on benefits of program
- Prepared and presented sales presentations of program to senior level/executive decision makers
- Proactive cold calling to area businesses creating sales opportunities among existing and prospective clients

### UNITED WAY OF ALLEGHENY COUNTY

Pittsburgh, PA  
2011

#### Loaned Executive (part-time)

- Developed strategy and executed 400+ United Way campaigns, achieving over \$500,000 in employee donations
- Partnered with corporate executives and HR leaders, educating employees on the vision/purpose of United Way
- Maintained an internal database for auditing/budgeting purposes

### HIGHMARK BLUE CROSS BLUE SHIELD (1999– 2010)

Pittsburgh, PA  
2005 – 2010

#### Community Initiatives Specialist

- Managed the grant allocation process awarded annually through 18 counties of Southwestern Pennsylvania.
- Achieved over 2,000 grants totaling more than \$5 million in a four year period to non-profit organizations
- Managed employee United Way campaign achieving a 39% increase in employee participation and exceeding \$100,000 in contributions
- Monitored risk through consistent assessment of grant recipients on adherence to grant parameters
- Met with influential community and corporate leaders evaluating community issues, corporation's commitment to the community and the benefits of strategic philanthropic collaboration
- Supported Highmark Foundation through "Highmark Healthy High 5" initiative focusing on grants impacting children's nutrition, physical activity, self esteem, grieving and bullying
- Advised and assisted non-profit organizations in enhancing projects or programs within community
- Designed and developed specialty marketing materials for corporate giving program and corporate United Way campaign utilized by internal and external stakeholders

## OTHER POSITIONS HELD INCLUDE:

Insurance Account Installations Specialist, Highmark Blue Cross Blue Shield

Customer Service Representative, Highmark Blue Cross Blue Shield

Reservations Sales Representative, US AIRWAYS, INC.

Business Office Manager, SMALLMAN BREWING Co., LLC

Independent Sales Representative, EXCEL TELECOMMUNICATIONS, INC.

Coordinator of Youth Programs, GREEK ORTHODOX DIOCESE OF PITTSBURGH

## EDUCATION:

UNIVERSITY OF PHOENIX

**Master of Business Administration**

UNIVERSITY OF PITTSBURGH

**Bachelor of Arts in Communications**