



# Claudia Alteiri

Professional Fire Restoration - Sales and Marketing Manager

Claudia: I visit insurance agencies and companies in the Capital District and surrounding counties. I inform them about our company and what we have to offer their clients. I am also responsible for developing creative marketing ideas such as video e-mail, TV and radio commercials, our Facebook account, billboards, mail advertisements, and vehicle ad advertising. I am taking steps to increase business and let people know that PFRS is here to take care of Capital District families when tragedy strikes. It's important to know that they can look to a local family-owned business that they can trust.

**SM: Claudia, how long have you been with the company?**

Claudia Alteiri: I have been with Professional Fire Restoration for about a year and a half. I look forward to working here in the future as it is helping me build my sales personality.

**SM: As the sales and marketing manager, what do your daily duties entail?**

**SM: What is the most rewarding aspect of your job?**

Claudia: I love to talk to and meet new people. With this job I am able to visit various insurance agencies throughout my days and talk to them about all of the great services we provide. As for the most rewarding aspect, it's the

greatest feeling knowing that a job was referred to PFRS because of the efforts I put in out in the field. I know my job is appreciated because the crews are busy with multiple jobs which creates overtime for them—in turn, smiles and high fives all around.

**SM: What did you do prior to joining the Professional Fire Restoration team?**

Claudia: I graduated from Le Moyne College (Syracuse, NY) in 2007 with a bachelor's in science majoring in biology. I then worked as a medical sales representative for Lincare.

**SM: What is your hope for the future of the company?**

Claudia: Nothing but success! I hope that Professional Fire Restoration continues to progress and that we stay on top. We provide a high-quality level of service and care to our customers, and for that we are recognized.