
SUMMARY

Proactive, performance driven project management, sales, and marketing professional with 30+ years progressive expertise in leadership and problem solving for the manufacturing, corporate event, visual media, trade show and theme park industries.

SKILLS

Project Management, B2B Marketing & Sales Strategies, Budget Planning and Estimating, Bidding and Contract Negotiation, Production Management, Client Relationship Management, CRM Implementation Team Management, Logistics, Event Design & Coordination, Video Production, Packaging & Graphic Design, Web Design, Quality and Safety Control

PROFESSIONAL EXPERIENCE

- Creative Director/Project Manager, TCHNLGY Ilc, – Orlando, FL** **2015 to present**
- Creative and project consultation for brand development, event design, and sales strategies
 - Podcast host – the DEFINE:TCHNLGY podcast
- Solutions Architect, ABCOM Technology Group/SmartSource Rentals – Orlando, FL** **2016 to 2020**
- Project management and technical consultation for sales and operations teams
 - Internal expert consultant for Audio & Video Systems, Projection, LED tiles, Video Walls, IT
 - Received Presidential Award (2019) and multiple Outstanding Performance Awards
- Solutions Manager/National Account Executive, edgfactory, Inc – Orlando, FL** **2012 to 2015**
- Project budgeting and cost reconciliation – development and refinement of budget, scope and schedule structures to increase project gross profit margin by 15%
 - Development and implementation custom CRM, quoting and production management system
 - Development of online, email and direct mail marketing strategies and budgets
- Territory Manager, Paradigm Strategic Marketing – Orlando, FL** **2011 to 2012**
- Sales representation of multiple manufacturers of audio/visual and related equipment
 - Marketing strategy plan and collateral design for multiple corporate brands and product lines
 - Trade show representation; On site product demonstrations; Systems design consultation
- Director of Marketing and Special Promotions, Molto Gourmet Foods – Orlando, FL** **2009 to 2011**
- Marketing strategies and product packaging design; Web site design; Trade show exhibit design
- Facilities, L-3 Communications/Coleman Aerospace** **2009**
- Worked with Facilities team to design and coordinate relocation of 70,000 sq.ft. Warehouse
- Producer/Production Manager/Sales Associate, Pro Video Solutions – Orlando, FL** **2007 to 2008**
- Managerial oversight for entertainment, convention and special event technical production
- Sales Associate, Power Design Marketing Group | Nimlok Orlando – Orlando, FL** **2006 to 2007**
- Design and sales of tradeshow exhibits, graphics, visual marketing
- Operations Manager/Event Planner/Scheduler, World's Fair for Kids, LLC – Orlando, FL** **2005 to 2006**
- Development of operational plan for 9-Day, 750,000 sq. ft. event
- Creative Sales Manager, Kiteman Productions – Kissimmee, FL** **2003 to 2005**
- Development and implementation of marketing and sales strategies for convention shows and custom banner products
 - Increased Sales Department annual revenues from \$50,000 to over \$250,000
- Technical Coordinator/Planner/Stage Technician, Walt Disney World, FL** **1989 to 2004**
- Design and coordination of construction and operational components of temporary and permanent event facilities, multimedia presentations, graphics, signs and credentials
 - Coordination of technical crews and systems, permit and compliance issues with local government and emergency services
 - Received Walt Disney World Resort Excellence Award

COMPUTER EXPERIENCE

General Productivity

- Microsoft Office
 - Access, Excel, Word, PowerPoint, Outlook, Visio
- Microsoft Project

Sales/Lead Tracking

- Salesforce.com
- SugarCRM.com
- LinkedIn.com

Custom Sales Tools

- Custom MS Excel Production Quoting System
- Custom MS Access CRM and Project Management Database

Computer Aided Design

- Autodesk AutoCAD
- Autodesk 3-D MAX
- Nemetschek Vectorworks
 - Spotlight

Computer Graphics & Video

- Adobe Creative Cloud Suite
 - After Effects, Audition, Dreamweaver, In Design, Illustrator, Photoshop, Premier

EDUCATION EXPERIENCE

University of Phoenix – 2016 to 2020

- Bachelor of Science in Management, Project Management

Sandler Sales Institute – 2004 to 2007

- Sales Training Including Presidents Club and Advanced Presidents Club

Valencia College – 1993

- AutoCAD

Full Sail Center for the Recording Arts – 1987 to 1988

- Certificate for Audio Engineering and Equipment Maintenance

University of Nebraska-Lincoln – 1985 to 1986

- Coursework in Business, Music Theory and Physics

COMMUNITY EXPERIENCE

Volunteering

- 1 Million Cups – Networking group – 2020
 - Member Community Organizer Committee
 - Video Streaming Consultant
- Community of Faith United Methodist Church – 2013-2020
 - Lead Audio Tech, Website Developer, Video Producer

Association Relationships

- 1 Million Cups – 2018 - present
- Visit Orlando – 2004 to 2018
- Florida Restaurant & Lodging Association – 2010 to 2012
- Central Florida Hotel & Lodging Association – 2004 to 2011
- Orlando Chamber of Commerce – 2006 to 2008
- Breakfast Club of America (Title Sponsor) – 2006 to 2007
- Metro Orlando Home Builders Association – 2004 to 2007