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

PROFESSIONAL EXPERIENCE

- Creative Director/Project Manager, TCHNLGY, LLC – 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, edgefactory, 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
 - Audition, Premier, Illustrator, Photoshop, After Effects, Dreamweaver, In Design

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

Full Sail Center for the Recording Arts – 1987 to 1988

- Certificate for Audio Engineering and Equipment Maintenance

Valencia College – 1993

- AutoCAD

University of Nebraska-Lincoln – 1985 to 1986

- Coursework in Business, Music Theory and Physics

COMMUNITY EXPERIENCE

Volunteering

- 1 Million Cups – Networking group – 2020
 - 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