

I can use current software to design and communicate messages, images and graphics. Manage budgets, time lines and people. Solve problems. Be a team player. Think outside of the box. Stick to a plan. Organize information. Plan events. Create websites. Please consider me for the position you have open.

EXPERIENCE:

President and CEO , Sliders Snow•Skate•Bike August 2003 – October 2014

In 2003 I built a specialty retail shop from scratch. My corporate experience and education gave me the tools I needed to handle all facets of the operation including creation of a business plan, logo and web site design, advertising, and marketing in house. As we migrated to a point of sale system in 2006, I reduced expenses by rolling out the system internally.

- Operations
 - Purchasing & Merchandising
 - Payroll, Accounting and Legal
 - Point of Sale Integration
 - Marketing
 - Customer Service
 - Sales & Service
 - Manage Floor Space and Design
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Marketing Coordinator Horschel Brothers Precision, LLC September 2004 – April 2006

I was hired by this rapidly growing company to re-brand product lines they acquired and create a corporate image to encompass four different divisions and multiple products. I accomplished this by building teams to co-manage the implementation of new logos, packaging, web sites, advertising, trade show materials and displays. It was done on a aggressive budget through creative thinking, hands on involvement and team play. Because of the fast pace and changing agenda my organizational skills were tested daily. Here I also increased my knowledge and understanding of manufacturing and the process of bringing parts to market.

- Web Site Design & Maintenance
 - Trade Show Design, Management and Participation
 - Marketing (Design ads and campaigns. Manage advertising budgets and schedules)
 - Package Design and Product Branding
 - Product Catalog Design and Print Management
 - Customer Service and Tech Support
 - Product Photography
 - 3-D Modeling and Rendering
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Marketing Coordinator Watson Bowman Acme Corp. July 1996 – October 2004

Originally hired as a drafter, soon my responsibilities included estimating and project management. I spent time on the manufacturing floor and creating BOM's. The sales team recruited me to assist with the creation of product data sheets. After 2 years, I was promoted to the marketing department and eventually marketing coordinator. The company was bought and sold 3 times in the time I was there. I worked with many different management teams and rolled through company transitions comfortably.

- Sales, Marketing and Catalog Design and Management
- Web Design & Maintenance
- Trade Show Design and Management (Design booths, maintain schedule and budget, work with trade show companies and shippers)
- Advertising Management (Design ads and maintain budget for Major magazines and publications)
- Product Packaging, Labels & Logo Design
- CAD & 3D modeling (AutoCad and Solidworks)

EXPERIENCE (Cont.)

Snowboard Program Coordinator Kissing Bridge Snow Sports Center September 1999 – April 2003 (Part-Time)

After a few years of running chair lifts, I became a snowboard instructor. I quickly gained my PSIA/AASI national Level II certification in snowboarding. Kissing Bridge promoted me to coordinate their snowboard program. I lead a small committee to develop a manual that guided our instructors. My team and I ran the hiring sessions and on snow training and clinics.

- Snowboard instruction for private and group lessons
 - Daily lesson and line-up organization
 - Staff training and education
 - Hiring, coaching and training instructors
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Drafting & Design Associate Boston Valley Terra Cotta September 1988 - July 1996

Straight out of college, I began as a laborer filling molds with clay and producing finished pieces for architectural restoration. I graduated into the glazing department and later drafting. CAD drafting was becoming the norm so I trained and evolved the department from pencil drafting to computer aided drafting. I walked away from this experience with manufacturing, project management and travel knowledge.

- Produce drawings for the manufacture of architectural terra cotta
- Multi-view CAD drawings, blueprints and elevation schematics
- Project management, site surveys and project meetings
- Custom anchoring details and proposals

EDUCATION:

Art Institute of Pittsburgh (1987 – 1989)

Associates in Visual Communications
Major in Graphic Design / Minor in Illustration

Erie Community College Technical Drawing Certification (1995 - 1996)

Canisius Leadership Development Training (2002)

University of Buffalo School of Management (2002 - 2003)

Notable Projects and Involvement:

Western New York Mountain Bicycling Association - IMBA Chapter - Vice President 2012 - 2014

- Create and distribute a weekly newsletter
- Organize and run annual mountain bike festivals, races and events.
- Coordinate and execute local trail work projects.

Town of Colden Art, Music and Craft Festival - Festival Chairman

- Organize and run general festival operations
- Create and maintain festival web site and marketing tools

Articles and Ads published in major publications

- Pro Rider Magazine
- Hot Rod, Car Craft, Architectural Digest, McGraw Hill Sweets Annual Architectural Editions

Passions:

Snowboarding, Mountain Biking, Skiing, Camping and Hiking, Golf, Live Music

References available upon request.