

INTRODUCTION

Thank you for taking the time to review my resume and qualifications. Ever since I was a young child, I had a knack for creative thinking and problem solving. As a quick learner, I've often been asked to take on tasks that may have been out of my wheelhouse. Through research and attention to detail, the results were often better than expected. I'm not afraid to learn new things and I value the opinions and ideas of customers, vendors and the people I work with. My experience has shown me that you are only as good as the team around you. With that said, I have always strived to empower my staff and build a sense of ownership. Travelling the country from job site to job site, trade show to trade show, my people and organizational skills were constantly challenged. Learning how to diffuse situations, avoid delays and get to the task at hand are things I practice on a daily basis. I can break down projects into bite-size segments or drop everything and crank out quality solutions in a pinch.

Please give me a chance to talk to you and your team about the position you have available. I believe face to face conversations are the best way to judge character and make important decisions.

PROFESSIONAL SUMMARY & GOALS

My career path has had interesting stops along the way. Each one has taught me lessons and left me with a variety of skills and experience. This bag of tools is not something you get from YouTube video or website. My goal is to put this knowledge to task in an environment where my strong work ethic and passion for creative problem solving can be contributed to a team of like-minded people.

EXPERIENCE

Marketing & Retail Sales Director- HoliMont Ski Area

September 2015 - Present

HoliMont is North America's largest private ski area. When I joined the team, my challenge was to streamline the retail and rental operations and improve margins. As Marketing Director, I focus on member value along with inside and outside communications in print, email, social media and web. Currently I am working on re-branding the area and updating the corporate image. This includes everything from print to web, partnerships with the NFL and NHL local franchises, businesses and covers multiple states and two countries. All of this is done on a tight budget and strict area/club bylaws.

Marketing - Web Development - Social Media - Print Design & Production - Retail & Rental Operations - Software - Events - Customer Service

Owner & General Manager - Sliders Snow-Skate-Bike

August 2003 - October 2014

I took a step out of corporate employment for a few years to live out a dream and see what I could accomplish on my own. Sliders was a specialty retail store I envisioned and built from scratch. After I created the business plan, the next step was to find financing and secure a location. Once that was accomplished the hard part began. Store design and layout, product selection and hiring a staff were new challenges I hadn't seen before. Branding was easy and the name quickly caught on. It's focus was snow sports and bicycles sales, service and rentals. As the general manager I hired staff and maintained schedules. Purchased all inventory and maintained the store budget. Attended trade shows and stayed up to date on the latest products and trends. Accounting duties included payroll, accounts payable, tax preparation, etc. My customer service skills were honed working on the floor selling, behind the register and in the rental and repair shop. The Sliders brand name was very popular in WNY for years.

Retail & Rental Operations - Marketing - Social Media - Scheduling - Purchasing - Inventory - Accounting - Events - Merchandising

Marketing Coordinator - Horschel Brothers Precision, LLC

September 2004 - April 2006

I joined this rapidly growing company to create a corporate image that encompassed four different divisions and multiple products. I designed and implemented 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 new products to market and modifying their development based on feedback and research.

Marketing Communications - Web Development - Social Media - Trade Show - Packaging - Print - Branding - Events

Marketing Coordinator - BASF (Watson Bowman Acme Division)

July 1996 - September 2004

I joined the Wabo team as a drafter/designer & estimator of mechanical expansion joint systems. Product design and prototyping became one of my favorite aspects of this growing position. Many systems I collaborated on are still in use and sold today. After I volunteered to create marketing materials for the sales team, I was eventually asked to join the marketing department and eventually promoted to marketing coordinator. My team and I produced many technical catalogs, data sheets and renderings. The company was purchased and reorganized multiple times during my time at WBA. I worked with management teams to navigate through company transitions, software updates and product category evaluations. One of my biggest projects involved re-branding the corporate image that unified over 8 business segments. Products, packaging and design work my team and I produced, can still be seen on construction sites around the world.

Marketing Communications - Web Development - Trade Show - Packaging - Technical Publications - Branding - Product Design & Development

Drafting & Design Associate - Boston Valley Terra Cotta

September 1989 - 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. My technical and computer skills were amplified when I transformed the drafting process from pencil and paper to CAD throughout the department. That spring boarded the implementation of new manufacturing processes which tracked units from production to shipping.

Project Management - CAD Drafting - Site Survey - Cataloging - Production Planning - Architectural Detailing - Estimates

Skills & Proficiencies

• Adobe Creative Suite

- Photoshop
- InDesign
- Illustrator
- Acrobat (Forms and Documents)

• Web Design & Management

- Wordpress
- HTML
- SEO
- Domain Registration
- Design & Templates
- User Interface

• Budget & Expense

- Budget Creation and Management
- Pricing and Profit Margins
- Discounting and Inventory
- Payroll and Scheduling

• Employee & Team

- Interviewing & Hiring
- Mentoring and Leadership
- Training & Development
- Retention

• Marketing

- Research
- Demographics
- Evaluation
- Advertising
- Radio
- Partnerships
- Promotions
- Trade Shows
- Events & Ticket Sales
- Publications
- Newsletter Creation
- Communications
- Email
- Surveys

• Printed Materials

- Paper & Stocks
- Vendor Quoting & Negotiations
- Brochures, Catalogs and Packaging
- Sign Creation and Promo Materials
- Billboard Design and Contracts
- Current Offset and Digital process
- Event Posters & Flyers

• Graphic Design

- Logos
- Web and Online
- Illustration
- Event & Promotional
- Clothing & Screen Printing
- Presentations & Digital Menus

• Management

- Department Cross Boarding
- Leadership Transitions
- Boards & Committees
- Delegation
- Objectives & Goals
- Decision Making
- Deadlines

• Retail

- Product Research
- Point of Sale
- Pricing & Inventory
- Merchandising
- Purchasing
- Discount Negotiations

EDUCATION

Art Institute of Pittsburgh (1987 - 1989)

Associates Degree in Visual Communications - 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 ACTIVITIES & PROJECTS

Snowboard Program Coordinator - *Kissing Bridge Snow Sports Center*

September 1999 - April 2003

Supervisor / Instructor - *Win Sum Corporation - Holiday Valley Resort*

November 2014 - April 2015

International Mountain Bicycling Association WNYMBA 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 - *Chairman 2007 - 2013*

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

Articles and Ads published in major publications

Hot Rod, Car Craft, Popular Mechanics, Modified Magazine, Easy Riders, Diesel Digest, Architectural Digest, Sweets Annual Architectural Editions, Pro Rider, Ellicottville Times.

Design and Contracted the building of my first house- *North Collins, NY*

May 2001 - February 2002

PASSIONS

- Mountain, Road and Cyclocross Bicycle Riding
- Snowboarding
- Skiing
- Camping
- Hiking
- Live Music

References available upon request.