

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.

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

General Manager - Sliders Snow-Skate-Bike

August 2003 - October 2014

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

Marketing Coordinator - Horschel Brothers Precision, LLC

September 2004 - April 2006

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

Marketing Coordinator - BASF (Watson Bowman Acme Division)

July 1996 - September 2004

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

Drafting & Design Associate - Boston Valley Terra Cotta

September 1989 - July 1996

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

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.

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