

Objective: To obtain an opportunity that would best utilize expertise in a strong, results-driven, business and technological minded environment. This opportunity will have many challenges for an aggressive, dedicated, attention-to-detail individual with the leadership skills needed to advance.

KEY SKILLS

- Advanced Technical Knowledge
- Marketing
- Sales
- Customer Service
- Management/Supervision
- Creative Thinking
- Highly Organized
- Graphic Designing
- Business Development
- Association Management
- Strategic Planning
- Destination Marketing
- Public Relations
- Media Selection
- Product Merchandising

PROFESSIONAL EXPERIENCE

LIGHT HOUSE ENTERPRISES – St. Albans, WV

Independent services for various companies – Light-House-Ent.com, Western Inventory Services, Inc., Gateway Computers, Carelink Healthplans, E&G Inc., and IBO Credit Services.

Independent Contracting, Freelancing, Web Developer & Business Owner, Aug. 1999 - Present

Owner, Entertainer, and Web Developer (Light-House-Ent.com); Inventory Manager for an international company, responsible for hiring, training, scheduling, and motivating 10–70 member teams in retail inventory calculating; Technology Ambassador for an international, Fortune 100 company, responsible for overseeing development with the company in a public relations, marketing, and sales capacity; Healthplan Member Administrator responsible all phases of policy maintenance and complete database administration; Entertainer (Comedy Zone); Large balance credit collections.

EXPRESS SYSTEMS SERVICES (KRK HOLDINGS) – St. Albans, WV

P.O.S. (Point Of Sale) computer firm that specialized in creating a complete, state-of-the-art, management and order taking environment for the pizza industry.

Director of Marketing & Customer Support Specialist, Jan. 1999 – Aug. 1999

Planning and design for all advertising, promotional items, etc., Computer Assembly, Troubleshooting and Repair, LAN Technician/Administrator and Cabling Installer (Category 5), Call Center/On-site (International) Customer Support Specialist. **Key Accomplishments:**

- Designed all company items (company and product logos, tradeshow packages, office materials), which were all trademarked accordingly. Traveled to Walt Disney World (Lake Buena Vista, FL) for international tradeshow and marketed the benefits of utilizing the company's product, over current existing operations. Resulted in growth of company revenue during 2nd quarter 1999, by \$2,234,000 or 259% from the 2nd quarter, 1998.

DISTRIBUTION SERVICES, INC. – Nitro, WV

Subsidiary of American Media, Inc., Responsible for sales, marketing, and distribution of major titled magazines.

Sales Representative & Area Merchandising Manager, Oct. 1997 – Jan. 1999

Sales, marketing, and distribution of 60 major titles of magazines (National Enquirer, Star, Woman's Day, Family Circle, Newsweek, Rolling Stone, US, etc) for WV, OH, KY, and VA (App. 3,100 retail locations) representing approximately \$6,300,000 in annual sales, Monitored Top 35 nationally ranked wholesaler for the compliance of all titles, Merchandising of all titles, Supervised publisher resets for all major retail locations, Regional computer technical support, Management of 9 Full-time Supervisors and 76 Part-time Product Merchandisers (N.C. & S.C.), Collected digital mapping data (Destination Marketing) for the Retail industry.

Key Accomplishments:

- Designed/implemented a user-friendly, regional/local database in Lotus Approach that went on to become a model for the entire company's (DSI) database of vendors, number of pocket spaces, minute details, etc.
 - Implemented marketing strategy concerning one of the publications (Pillsbury Classic Cookbooks - \$1,000,000 Cookoff edition) that was under my regional direction and came in 5th place internationally/corporately, after only 4 months tenure with the company.
 - Promoted to Area Merchandising Manager of 2nd largest region in the country, after only 7 months tenure with the company.
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MANPOWER TEMPORARY SERVICES – Charleston, WV

Permanent and temporary help specialist that match client's needs to individuals seeking employment.

Executive/Marketing Assistant, Jun. 1996 – Oct. 1997

Planning & design for all advertising, promotional items, etc., Assistant to C.E.O. & Marketing Director, All corporate office duties including, but not limited to: compiled franchise (11 regional offices) sales data for quarterly market status report, event coordinator, monitored national account information, developed business contacts to enhance company's community image, Independent Contractor for Office/Technical contracts.

Key Accomplishments:

- Designed/implemented a user-friendly, spreadsheet database that collected information from all reports made from field calls of Employment Specialist, that detailed quota/sales information for upper management. This was utilized and then approved upon to provide immediate data of performance.

TRI STATE GAMING CENTER – Cross Lanes, WV

Entertainment center for greyhound and televised horse racing, along with the latest in technological video gaming.

Assistant & Interim Marketing Director, Sep. 1995 – Jun. 1996

Planning & design for all advertising, promotional items, etc. (in-house promotions and programs), Market research, Selection of targeted regional medium to increase the company's exposure, Public relations, Accounts receivable & accounts payable. **Key Accomplishments:**

- Instrumental in creating a public relations campaign that saved the lives of many retired greyhound dogs after their career had expired.

WVSR-SUPER 102 RADIO/WQBE 97.5 RADIO – Charleston, WV

Top 40 and Country formatted commercial radio stations that provide on-air advertising.

Producer, On-Air Personality, & Promotions Director, Aug. 1991 – Feb. 1996

Producer of top rated morning show (Bob & Josh), Setup of sensitive audio equipment (MARTI transmitters and OMNI/YAGGI antennas), Setup of station identifiers and remote prizes, Market research, Public relations.

Key Accomplishments:

- Assisted Program Director in selecting the newest music and therefore winning an international radio music selection contest.
- Developing a streamlined way of transmission from remote locations, utilizing sophisticated equipment.

A D D I T I O N A L I N F O R M A T I O N

Computer Technologies: Advanced Windows ('95, '98, ME, NT/2000, XP, & XP Pro), UNIX (SCO OSR 5.0.5 – Systems Administrator), XENIX, FOX PRO. LAN/Intranets, TCP/IP, DHCP, WINS, Hubs, Routers, Switches; PC Advanced: Internal Components - motherboards, processors, controllers, tape/disk drives, etc.) **Internet Development:** (Macromedia) Flash MX, Dreamweaver MX, Fireworks MX. **Office Suites - Microsoft:** Microsoft Office (Every Version): Word, Excel, Access, Power Point, FrontPage, & Outlook. **Lotus:** Lotus Notes, Lotus Smart Suite (Every Version): Word Pro, 1-2-3, & Approach. **Graphics:** Corel Draw, Corel Photo Paint, Corel Dream 3D, Corel Texture, Adobe PhotoShop, Adobe PageMaker, Adobe Photo Deluxe, Adobe Premiere, Adobe Acrobat, & Visio Technical SGI. **General:** Availability to learn any computer related program in a very efficient & productive manner.

Full Package & References Available Per Request
