

# TIMOTHY BAKER

Virginia / Mid-Atlantic

(804) 836-6385

GetResults@timothyebaker.com

## OBJECTIVE

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As a high energy, performance driven professional, I am passionate about people and results. I possess a unique ability to master new challenges rapidly and easily adapt in changing environments. I can analyze data to make informed, logical decisions that improve operations and increase revenues. As a leader, I have recruited, trained, and developed others to raise their own bar and achieve success.

I am seeking a long-term career opportunity that will capitalize on my diverse experiences within a successful organization that promotes professional and personal growth.

## NOTABLE ACCOMPLISHMENTS

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- Founded and built two currently operating startup companies from ideation, identified the teams and partners, and created investor presentations that secured over \$1.5M from venture capitalists.
- Awarded several United States and International patents for an IoT Biometric Early Prediction System that was first-of-a-kind internationally and currently curing kids with over 90% efficacy.
- As the Regional Director with Torchmark Corporations, I opened a new territory and established the first team in NY State, achieving 140% of first year sales metrics.

## AREAS OF EXPERTISE

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- Organizational Leadership
- On/Offline Marketing
- Public Speaking
- Recruiting & Training
- Data Analysis
- Business Development
- Strategic Planning
- Brand Awareness
- Project Management

## WORK EXPERIENCE

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**Senior Consulting Project Manager** (Contracted Work)  
CUSTOM SELECT SERVICES, LLC

**2003 - Present**

Established a cross functional contract-based consulting agency focused on the Medical, Energy, Manufacturing, Real Estate, Financial Services, Recreational, and Insurance industries. Administered and designed recruiting and training and protocols. Supported B2B and B2C marketing sales initiatives to improve efficiencies and increase ROI.

### Most Recent Contracts:

**Managing Partner / Project Manager** (Contract)  
CAREFREE BOAT CLUB

Revitalized a failing boat club by repairing damaged business relationships in the community and negotiated more favorable terms with asset portfolio.

- Met with two property owners that were going to force the club to cease operations and through negotiations, regained their confidence and increased operations at one location by 200%.
- Restructured the established boat loans and reduced our burn rate over 50%.
- Expanded operations into two new markets, including a territory that historically has never been open to partnering with a boat club.

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## **General Manager (Contract)** WINGATE by WYNDHAM

Provided key leadership and operational expertise to allow the hotel to remain open throughout the 2020 pandemic by revising workflows, transitioning management structures, and enhancing efficiencies. Made key organizational decisions impacting revenue and increasing profitability.

- Consistently exceeded expectations related to average occupancy, ADR, and revenue performance.
- Increased profitability and reduced payroll costs from 50% to 27% of total expenditures without requiring the termination of critical employees.
- Successfully guided the hotel through the Covid pandemic, allowing for a profitable sale of the hotel in a depressed economy.

**Other Companies Contracted:** NOVO Healthcare Solutions, Regeneris Medical, APEX Construction Solutions, Assurant, CVA Homes, NaturaLED, Witte Home Solutions, and All Major Health and Life Insurance Carriers.

- Enhanced PPC campaigns for REI customer and implemented A/B testing landing pages, increasing conversion rates by 24%, and decreased CPC by 12%.
- Increased new business revenues by 50% for a Class-A Contractor the initial year by improving field activities and implementing consistent KPI tracking and accountability.
- Created Facebook A/B testing ads for a construction company that increased the ROI by 20%.
- Tracked and analyzed costs across all marketing channels and eliminated redundancies, saving over 30% of the marketing budget and increased throughput by 40% for REI company.
- Implemented content calendar for social media posts, integrating posts into the website, enhancing the SEO, and increasing unique visitors for a home builder.
- Established SMS and email automation in the sales funnel for a medical practice, reducing call time, improving closing ratios, and increased revenue by 10%.
- Liaised regularly with executives, development and marketing teams, and sales leaders to drive initiatives, maintaining open communications and accountability.

## **Founder (Equity Holder Only)** AMERICA'S TICKET, INC.

2017 - 2019

Founded and built an innovative SaaS communications platform that connects political candidates with constituents. Directed all operations and was a key contributor to the UI/UX design.

## **Founder (Equity Holder Only)** GOGO BAND, INC.

2015 - 2017

Launched a SaaS and HaaS company that delivered the first ever IoT biometric wearable medical device internationally that cures pediatric enuresis, more commonly known as bedwetting.

- Secured \$810K in venture capital funding and earned a spot with a top 25 startup accelerator.
- Awarded several United States and International patents for an IoT Biometric Early Prediction System
- Conducted classroom instruction for VCU Entrepreneurial Studies students and directed strategy sessions with VCU DaVinci Center graduate students.

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## Medical Sales Consultant

2011 - 2014

BOSLEY MEDICAL GROUP

- Directed clinical consultations while ensuring patient comfort and updating EMR charts.
- Increased annual surgical revenue by 18% through amplified patient procedures.
- Incorporated retail products into consultations and elevated retail sales by 25%.

## Marketing Field Implementation Director

2007 - 2009

AMERIPRISE FINANCIAL

Brand ambassador supporting the re-branding from American Express Financial Advisors to Ameriprise Financial across Virginia and North Carolina.

- Provided individual and group mentoring and accountability for 283 financial advisors across 2 States in the Mid- Atlantic and realized a 16% increase in Assets Under Management the initial year.
- Conceptualized and gained corporate partner support to refine the job description and support materials for a newly developed field support role I was just hired into with Ameriprise Financial that I then used to train my peers on how to implement Nationally.
- Consistently trained on meeting customer expectations, maintaining a customer retention rate over 80% and high satisfaction scores, outpacing other teams.

## Regional Sales Director & Corporate Trainer

1998 - 2003

TORCHMARK CORPORATION

Influenced B2C insurance sales for International Labor Unions, Associations, and Credit Unions. Responsible for establishing and expanding branch locations in CA, MN, NY, NJ, and VA.

- Established the first Labor Union Insurance sales team in NY State and achieved 140% of the first-year sales regional KPI metrics.
- Successfully deescalated 95% of customer service issues without management involvement
- Identified gaps in processes, actively tracked and analyzed results and incentives to provide daily coaching and accountability for up to 50 representatives and managers.
- Managed biweekly call centers, consistently meeting quotas early during shifts, allowing the team more time off or strategy planning options.
- Worked closely with service teams to meet customer expectations, achieving over 80% retention.
- Coordinated and operated weekly recruiting and training with under 15% attrition the initial 6 months.

## GOVERNMENT / MILITARY

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### Surgical Hospital Corpsman

UNITED STATES NAVY, Honorable Discharge, Protected Veteran

## EDUCATION / LICENSES

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### Clinical and Field Nursing / Surgical Dermatology Technician

NAVAL SCHOOL OF HEALTH SCIENCES, Vocational Training, Associates Equivalent

### Health, Life, Property & Casualty Insurance Licentiate

COMMONWEALTH OF VIRGINIA