

DANIEL BEZDEN – RESUME

IGNITION CORE CERTIFIED INTEGRATOR

TECHNICAL COMPETENCIES

- **Industrial Automation – Ignition Integrator, Core Certified.**
- Wrike Project Management – Advanced user.
- Adobe Photoshop, Illustrator & Premiere Pro – Advanced user.
- Expert Website Builder, including e-commerce sites.
- Professional Photographer extensively published.
- FAA Certified Private Pilot.

PROFESSIONAL EXPERIENCE

SCADA SKILLS, Cartersville, GA

2021 - Present

IGNITION INTEGRATOR

I successfully completed the ACME Inc troubleshooting and implementation project required by Inductive Automation as part of the final Core certification process. Currently doing ongoing training in Python programming and SQL Server basics. Also responsible for the creation of the company's logo design, website, and marketing campaign to other Inductive Automation Integrators.

PROBUILD CREATIONS – KITCHEN AND BATH REMODELING, Austin, TX

2013 - 2021

FOUNDER, MARKETING & SALES SPECIALIST AND PRODUCTION SUPERVISOR

Responsible for the following business activities:

- Corporate strategy and policy development
- Recruitment of subcontractors & employees
- Business systems development & implementation
- Marketing - Photography, Videos & Website development
- Media Buying - Print & Online
- Financial reviews & planning
- Bidding methodology development & updates
- Bidding & sales training
- Project planning using Wrike Software
- Production monitoring & field visits
- Quality control and corrections
- Success story collections and videos
- Project completion photography
- Social media and website updates
- Vendor relationship development

Results: 59 Reviews between Google, Yelp and Houzz with a 4.9-star average rating. Great incomes earned by this family-owned executive team. A stunningly rich website including a “sequence of work” section unmatched anywhere with 60 projects and over 500 pictures featured on Houzz.com

THE STUDIO KITCHEN – EASY MEAL PREP COMMERCIAL KITCHEN, Austin, TX
FOUNDER, MARKETING & SYSTEMS SPECIALIST

2003 - 2019

Responsible for the following business activities:

- Design and build commercial kitchen
- Recruit chefs and customer service staff
- Recipe production systems implementation
- Food order software system development
- Advertising design - print and online
- Media buying - print and online.
- E-commerce website design & development
- Social media content creations and postings
- Extensive photography and video work
- Email database management and marketing
- Media relations and reviews management

Results: 231 five-star reviews between Google, Yelp and Facebook. Featured in several publications including Southern Living Magazine.

MONUMENT PUBLISHERS – CALENDAR & GREETING CARD PUBLISHERS, Cape Town, South Africa 1987 - 2001
FOUNDER, CEO & CREATIVE DIRECTOR

Responsible for the following business activities:

- Procurement of art and photography for publications
- Supplier and royalty agreements
- Creative director overseeing graphic designers
- Creative direction of studio photography
- National sales tours to retailer customers
- Establishment of new corporate customers
- Display stands and systems development
- Financial planning and cash flow management
- Print buying and production management
- Product packaging and delivery management
- Vehicle purchases and fitting for greeting card division
- Recruitment and training of merchandising staff
- Developed reporting for retail store owners showing product performance

Results: Continuing today as the undisputed market leader. Rebranded as calendarshop.co.za

HEXAGON HOTEL GROUP, Queenstown, South Africa
GENERAL MANAGER

1985 - 1986

Responsible for the following business activities:

- Develop new recruitment practices
- Train employees and junior management
- Manage food service and restaurants
- Remodel public areas, complete bedding and furniture upgrades
- Negotiate group packages, events catering and weddings
- Financial reviews with property owners
- Extensive reorganization of liquor storage practices, working with liquor board.

SOUTH AFRICAN DEFENSE FORCE – INFANTRY DIVISION, Middelburg, South Africa
PHOTOGRAPHER

1980 – 1981

Responsible for the following activities:

- Establish a darkroom for use at base camp
- Provide photography to local newspaper for weekly insert
- Photograph social events and officer's weddings
- Photograph training activities including aerial photography
- Embed with combat divisions in Namibia and Angola (active war zones)
- Assistant camera man for war correspondent & documentary maker, AL J Venter

EDUCATION

SCHOOL
AFRIKAANS BOYS HIGH SCHOOL, PRETORIA, SOUTH AFRICA

JOHANNESBURG HOTEL SCHOOL
DIPLOMA IN HOTEL MANAGEMENT

LIFE IMPROVEMENT COURSES & BUSINESS TRAINING
OVERCOMING UPS & DOWNS IN LIFE COURSE
PERSONAL VALUES & INTEGRITY COURSE
HOW TO IMPROVE RELATIONSHIPS WITH OTHERS COURSE
KNOWING WHO YOU CAN TRUST COURSE
FORMULAS FOR LIVING COURSE
ORGANIZE FOR SUCCESS COURSE
EFFECTIVE TIME MANAGEMENT COURSE
SETTING AND ACHIEVING YOUR GOALS COURSE
TOOLS FOR EFFECTIVE LEADERSHIP COURSE
ETHICS AND JUSTICE COURSE

APPLIED SCHOLASTICS INTERNATIONAL
ADVANCED COURSE IN HOW TO STUDY

LINKS

Linked In: <https://www.linkedin.com/in/daniel-bezden-060558138/>

Facebook: <https://www.facebook.com/danie.bezuidenhout.5>

Probuild Creations: <https://probuildcreations.com/>

SCADA Skills: <https://scadaskills.com/>

Army Photography Album: <https://www.facebook.com/100003384968493/posts/2635699139886226>