

Richard Zimmerman

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Summary

Creating, running and managing a successful business in Greenwich Ct would be a challenge for anyone. My business has been successful for many years, reflecting my skills. Highly motivated professional with over 40 years of entrepreneurial and management experience. Capable of creating and maintaining professional and loyal relationships with co-workers, staff and clients. Extensive experience in managing administrative and sales employees as a business owner and marketing and sales professional. Comfortable working independently as a manager and leader and as a collaborative team member. Excellent training, educating, motivating and supporting skills. Competent in applying years of business acumen and experience, exercising decisive judgment to meet and exceed organizational goals.

Skills

- Time management skills:
- Operations management
- Results-oriented
- Change management
- Client-focused
- Training and development of new and current employees.
- Excellent communication
- Excellent with kids
- Proficiency in social media & guerrilla marketing
- Online marketing and advertising including Facebook, Instagram, Email marketing, Blogger, YouTube.
- Brand development and awareness using web site design and management
- Search engine optimization (SEO) with web site management
- Brand recognition optimization using social media and web design
- Compelling public speaker
- Google Apps and Google Analytics focusing on SEO, and Google My Business, plus Google Adwords Express.

Experience

OWNER/FOUNDER | 09/1972 to Current

Action Art School - Old Greenwich, CT

I started Action Arts in 1972. We started as primarily a Photography Studio. In 1982 we moved to a larger location, and expanded our services to include other photo-related businesses.

In 1997 we opened a Martial Arts school in an adjacent building, plus added an art school in our primary location.

We now own businesses focused on children's after school activities, including classes for fitness, music, martial arts, and fine arts.

We have been voted "Best of Greenwich" four years in a row.

- Conducted analysis to address servicing our wealthy community which led to our business continuing success since 1972.
- Delivered an exceptional level of service to each customer by listening to concerns and answering questions.
- Planned and executed new offerings such as an after-school art program, music and art for preschoolers and toddlers, a martial arts program for children and adults, summer camp program for kids.

Education and Training

University of Rhode Island - Kingston, RI | Master of Science

Psychology/Speech, 1972

I was awarded a graduate assistant ship, which included paid tuition in the Speech and Hearing graduate program, plus a stipend.

My responsibilities included teaching a course in Contemporary Oral Communication to undergrads.

Websites, Portfolios, Profiles

- www.ogkarate.com
- www.actionartschool.com