

Writing | Marketing | Photography

Expert at expanding market share and delivering revenue

Recognized for entrepreneurial spirit and drive

Aging hippie, biker, road-warrior, philosopher and sage with four plus decades of entrepreneurial executive experience in profit and non-profit businesses seeks multiple affiliations to sell freelance articles and blog posts relating to healthcare, cancer care, health insurance, holistic healthcare, integrative healthcare, motorcycle travel, road travel, US destinations or other topics that might be assigned and accepted.

Summary: A writer-business person who is forward thinking, creative, and determined. I have a wealth of knowledge and research skills from years of small and medium business management.

- **Expanded market penetration using Internet marketing, SEO, and website development to drive revenue**
- **Key player in the growth of a non-profit to help cancer patients and caregivers with resources and support**
- **Experienced in profit and non-profit business sectors with business expertise in underwater recreation, videography & photography, TV broadcasts, web commercials, healthcare**

Core Skills:

Writing / Editing / Web Development / Internet Marketing / Strategic Marketing / Sales & Operations Management / Account Management / Consultative Sales / Customer Service / Training / Building National & Local Alliances / Teamwork

PROFESSIONAL SKILLS

Freelance Writer

- Write fiction or nonfiction prose such as short stories, articles, blog content, descriptive and critical analysis works
- Develop concise content in the areas of road travel, motorcycle adventures, American history, health, healthcare, health insurance, holistic and integrative healthcare, and developing business organizations
- Conduct research in the cancer community, cancer care and design web content
- Follow appropriate guidelines for copy re-writes for completed work
- Shoot photographs to serve as art in my stories

OPERATIONS MANAGER / FUNDRAISING / MARKETING
Ali's Alliance Inc., Jupiter, FL

2011 - Present

Manage the daily activities of a non-profit to establish an online directory of resources for cancer patients and care givers. Led web development, fundraising, 10 to 20 contractors/vendors and 30+ volunteers.

- **Expanded online directory** from 2,500 resources to 18,000+ providers; oversaw creation of original website
- **Increased year-over-year donor base by 200% to 300%:** more than doubled contributions during best year
- **Built alliances with corporations, academia and government** including Scripps, VITAS Healthcare (nationally and locally), Advanced Medical Therapeutics, FAU, and the Congressional Medal of Honor Foundation

DIRECTOR OF SALES & MARKETING / OPERATIONS MANAGER
Palm Beach Videography & Photography, Jupiter, FL

2008 - 2011

Marketed and sold customized-web-based promotional videos, product photography, and website design.

Specialized in promotional web-based and cloud-based videos for web commercials and TV broadcasts. Developed client proposals, facilitated sales presentations, negotiated contracts, and managed subcontractors.

- **Expanded marketing effort** in South Florida and **increased account base by 10% to 15%**
- **Leveraged SEO to increase web traffic;** developed 50+ web-based videos
- **Developed and marketed through web store** a product line serving the autism, Alzheimer's, Dementia communities

SALES & LEASING CONSULTANT
Ed Morse Honda, Riviera Beach, FL

2004 - 2008

Met and or exceeded sales quotas monthly for 3.5 straight years selling new and pre-owned vehicles. Supported national and local marketing campaigns, built strong relationships with customers, and drove repeat business.

- **Ranked in the top 10% (#1 or #2)** in a successful South Florida dealership
- **Sold an average of 200 cars per year** for 3 successive years
- **Won the Silver Sales Associate Award** during 1st year of hire and the Sales Olympic Award 2 times during tenure

SALES & MARKETING MANAGER / OPERATIONS MANAGER

1998 - 2004

Florida Dive Training Inc., Jupiter, FL

Ran entire operation. Established and implemented a strategy to target customers in northern cities (Chicago, Philadelphia, New York, Boston, Washington, DC) interested in certifications and Caribbean dive trips.

- **Doubled revenue year-over-year (YOY)** from 1998 to 2001; rebuilt business after 9/11 to double digits YOY
- **Certified 800+ divers** in 23 recreational certifications and 7 technical diving certifications
- **Led the way in Internet marketing:** developed a website / participated in online forums to expand business

OPERATIONS MANAGER / SERVICE MANAGER

1992 - 1997

54 West Coachworks, LTD, Chapel Hill, NC (repair of VW, Audi, Porche, Saab, Volvo, BMW)

Managed operations, sales, marketing, service, inventory, hiring and supervision for a start up car repair shop.

- **Increased sales** to approximately **\$1M** in less than 5 years
- **Marketed business using the Internet** including discussion boards/forums on AOL to drive name recognition
- **Capitalized on newly released Internet services**, EBay (1995) and Craigslist (1995), to sell used car parts

EDUCATION & PROFESSIONAL DEVELOPMENT

Bachelor of Arts - University of Colorado, Denver, CO

Diploma in Film Making - Palm Beach Film School, W. Palm Beach, FL

COMPUTER SKILLS

Apple Final Cut Pro, Adobe: Premier/Photoshop/Acrobat, Microsoft Office Suite: Word, Excel, Outlook, PowerPoint

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

Medical: Medic First Aid, Basic Life Support, CPR Instructor Trainer

Diving: Technical Diving Instructor Trainer, Recreational Scuba Diving Instructor Trainer

CAMERA EQUIPMENT EXPERTISE

SONY TRV 900, Panasonic HMC 150, Panasonic DVX 100 A, Nikon D90

MILITARY

U.S. Marine Corps (Repair and Calibration of Aviation Test Equipment and Avionics)