

J. Rudolph Kollar

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Marketing Executive: Innovative High-tech Marketing and Business Development executive with a proven track record of creating and executing strategic plans to deliver quantifiable sales and profit increases. Attracts and identifies top talent, builds teams, motivates and develops, and retains great people through reliable interactive management and value based motivation (Whale Done Technique)

Perception Management • Creative Problem Solving • Process Optimization • Customer / Vendor Relations
Metric Implementation • Strategic Planning • Resource Management • Organization / Time Management

SUMMARY OF QUALIFICATIONS:

- Over 25 years' experience in project management, customer service, marketing, sales and branding
- The ability to clearly understand, and implement metrics to manage projects to execute and achieve goals
- Active understanding of project flow process as well as how to identify and remove system blocks
- Ability to communicate and direct perceptions to negotiate and close at all levels.
- Quickly adapt, learn to use, program and manipulate new software and systems
- Focus on balanced conflict management, synergistic and cooperative relationships at all levels
- Corporate level educator, coaching, public speaking, and presentation experience
- Experience with automated and predictive dialers, call tracking systems and phone script writing
- Specialist in Guerilla Marketing (low budget/high ROI) / Fast Turn Around Projects
- Extensive experience designing TV/Radio ads, Printed Collateral, Bus Advertising, and Billboard campaigns
- Marketing research and due diligence for advertising copyright performance
- In depth understanding of Social Marketing, Pay Per Click and SEO
- Ecommerce – Miva Merchant, 3D cart, EBay, Etsy, Auto Trader, Car Guru, Cars.com and more
- Scripting and programming experience include: Perl, Java, & interactive Dynamic HTML (Shtml) web design
- Digital image editing; including pixel and vector graphic manipulation
- Working knowledge of Photoshop Elements, Photo Impact, Quark Express and basic video editing
- Fully Versed in Microsoft Office including but not limited to Excel, Word, and Power Point

EDUCATION:

University of Central Florida, Orlando, FL, Dec. 1999 B.S. Business/Marketing, Recognized on Deans List

ACCOMPLISHMENTS:

Power Seller and Preferred Seller on E-bay

Published Ancient City Post; worked with municipal leaders and historians to create a bi-weekly local paper

Recognized by colleagues in the educational industry as a "Marketing Guru"

Rotarian 2005-2010 and Paul Harris Fellow – Positions Held Secretary, Board Member, and Sergeant at Arms

Earned multiple web design awards

Missionary Service Projects: Puerto Rico, and Dominican Republic

HOBBIES AND INTEREST:

Motorcycles and Sports Cars

Time with my Children at Events & Amusement Parks

Multiple forms Of Dance from Two Step to Salsa

EXPERIENCE:

Prompt Service, South Daytona, FL – Jan 1997 to Current – Career/Business Coach, Gorilla Marketing Specialist and Marketing Consultant – Providing Ecommerce and specialty marketing solutions in the Real Estate, Automotive, A/C, Medical, Dental Industry, Retail, etc., Including Social Marketing, Marketing studies, Ecommerce, Digital Billboard Management, POS Inventory Management, and project viability studies.

Rick's Rides, Daytona Beach, FL – April 2016 to Dec 2017 – Sales Manager – Designed Marketing including web site, social media and internet promotion. Assisted with investors, and in the sale of the business..

TRC, Jacksonville, FL – August 2014 to April 2015 – Contracted as Director of Marketing for a TRC client in the A/C Industry – Restructured the marketing department from the ground up, including: integrating a new marketing system, studying the competition the company. Implement its global expansion plans. Responsible to manage teams for multiple projects including redeveloping and redesigning website for POS, resolve issues including metrics for the customer service department, and launched the new inventory control systems. The client's CEO extended the 90-day contract for 6 additional months to allow additional projects to be completed.

Advanced Dental Services, LLC, McCordsville IN – June 2013 to February 2014 – Interim CEO & Director of Marketing, contract was extended twice, and followed up by consulting since February 2014 – Helped Redirect Company from dissolution. Redesigned companies POS, accounting, customer management, labor force management, marketing and internal organizational infrastructure.

Angley College, Deland, FL – August 2008 to December 2009 – Director of Marketing – In August 2009 there were 39 active attending students. 15 Months later the school had over 700 students, and 3 campuses. Managed a marketing team, as well supervised the admissions process. I Managed a team of 37 marketing and admission reps and 4 marketing specialist. As a team we simplified the marketing process, and created metrics and auditing systems for the leads. Worked directly with the CEO, and online Campus Director, to design and launched a call center. I was responsible for negotiating directly with vendors for better pricing opportunities, including Billboard, TV, Radio, Bus, and Lead Aggregation Suppliers. Responsible for the monitoring of lead quality and creating a system to directly measure the conversions cost per lead, and student retention which ultimately lead to a reduction in customer acquisition cost. Was on the executive team responsible for opening a new physical campus and virtual campus expansion.

Specialty Cars, Daytona Beach, FL – January 2004 to August 2008 – Sales Manager – Sales tripled as a result of web based marketing,

Beaches Ocean Front Resort, Daytona Beach, FL – August 2003 to March 2004 – Sales Manager and Marketing Director – Increased sales by over 60% with web based marketing. Property sold, job eliminated.

Malkus Incorporated, Deland, FL – July 2000 to August 2003 – Marketing Specialist 2 – Increased by over 40% to prior year's revenue. Internet marketing, billboard design, and creative marketing campaigns. Worked with inbound customer service to increase sales, customer conversions and retention. Set-up Concierge system to improve customer's experiences.

REFERENCES:

Michael Yovanovich: Client – Concept Management Systems 386-405-6650

Sherri Venuiti: Friend – Sherri's South Shore Realty 904-819-6500

Kevin Turner: Employer & Client – Advanced Dental Services 877-806-3330

Richard Lufcy: Past Employer/Client – Specialty Cars/VW Service/Rick's Rides 386-527-9048