

PERSONAL MARKETING PLAN-ROBERT ORTIZ

WHISPERING WIND DR., CHARLOTTE, NC 28277 | 704-533-3570 | RAORTIZ@MAC.COM

PREFERRED FUNCTIONS:

- Vice President - Sales
- Regional Sales Director
- Director of Sales & Marketing
- Client Services Director

CORE COMPETENCIES:

Management/Strategy:

- Training/Development
- Staffing/Hiring
- Marketing roll-out plans including print & online media
- Financial-Forecasting, Tracking, Analysis

Customer Service:

- Consultative Sales
- Negotiation
- Service
- Dispute Resolution
- Hosting/Events

Leadership:

- Guide and Evaluate
- Mentorship
- Public Speaking
- Persuade/Influence
- Go-to-Guy
- Goal Setting
- Coaching

Sales:

- Training
- Value Selling
- Needs Analysis
- Presentation
- Consultative Sales Process

Technical:

- Web Site Sales Expert
- SEM Sales Expert
- Social Media Skilled
- Online Directories Sales Expert
- Macintosh PC Skilled
- MS Suite Skilled
- Sales Presentations Expert

PERSONAL ATTRIBUTES:

- Revenue-focused
- Results-driven
- Presentation skilled
- Loves to Win & Celebrate Success
- Quick Study with High Expectations of Self
- Professional with the Ability to Inspire

POSITIONING STATEMENT:

Savvy, results oriented professional with proven success leading high-performance sales teams that deliver multi-million revenues. Background includes new and traditional media, new product launches, technical and traditional sales training. Critical thinker who can apply extensive knowledge to profitable partnerships. Expertly leads sales, marketing and operations teams.

PROFESSIONAL OBJECTIVE:

Leading sales teams at a national or regional level. Specific responsibility for selection, training and development of sales and sales management team and financial objectives.

TARGET MARKET:

Geographic Area: Charlotte, NC – within 50 miles of zip 28277

Industry Profile:

- Advertising – social media, digital advertising, paid search, web-based advertising solutions, consumer review, traditional media
- Consulting-sales training, coaching, troubleshooting, new product launches, sales management coaching, compliance
- Software-advertising related solutions, CRM
- Medical Devices, hearing, implants
- Financial Services – banking, loans, consumer products

Organization Size:

- Fortune 2000 or top ranking in industry (revenue)
- Privately held segment leader

TARGET COMPANIES:

New Media:

- Yelp.com
- Google
- MSN
- Reach Local
- Facebook
- Yodle
- City Search
- LinkedIn

New Media

Services:

- TurnHere.com
- Demand Media
- PartnerUp.com
- Orange Soda
- ChannelAdvisor

Traditional Media:

- Media News Group
- ESPN
- CBS Radio
- Charlotte Observer
- Muzak

Financial Services:

- ADP
- TIAA-CREFF
- Bank of America
- Wachovia/Wells Fargo

Telecom Services:

- PAETEC
- Call Genie

Software:

- Microsoft
- Salesforce.com

Miscellaneous:

- Sales Training & Consulting
- Solar/Alternative
- Global Compliance Inc

Medical Devices:

- American Hearing Aid Association
- Stryker
- MedTronic

PERSONAL MARKETING PLAN – MARK S. ADKINS, P.G.

8216 Inverary Place – Charlotte, NC 28226 | 704-618-9635 | mark.adkins57@gmail.com

PREFERRED FUNCTIONS:

- Department Manager
- Senior/Principal Project Manager
- Secondary Education
Earth/Environmental Science
Instructor

CORE COMPETENCIES:

Technical

- Geology/Hydrogeology/Environmental
- Property Transaction/Due-Diligence Studies
- Contamination Assessment and Remediation
- Engineering Geology
- Expert Witness Testimony
- MS Suite Skilled

Project Management

- Scope Development
- Budgetary Estimate/Proposal Preparation
- Client/Regulatory Agency Liaison
- Subcontractor Coordination
- Scheduling
- Data Evaluation
- Technical Report Development
- Technical Oversight/Review
- Accounts Payable/Receivable

Customer Service

- Marketing/Business Development
- Consulting/Needs Analysis
- Scope/Budget Development
- Regulatory Liaison
- Negotiation/Dispute Resolution
- Public Speaking

Leadership

- Department Management
- Senior Technical Mentor/Coaching
- Interviewing/Staffing
- Motivation
- Assessing Performance
- Reward/Recognition

PERSONAL ATTRIBUTES:

- Intuitive/Intellectual
- Independent/Self Assured/Confident
- Personable/Compassionate
- Dependable/Dedicated
- Responsible/Trustworthy
- Detailed/Accurate/Results Oriented

POSITIONING STATEMENT:

Licensed Professional Geologist (PG) with experience and expertise in the environmental consulting services and geological engineering fields, with both large multi-national and regional companies. Recognized as an organized, technical detail-oriented and intuitive individual with a correlative attention to stakeholder requirements. Managerial and business development experience background contributes to overall efficient and effective operations and profitability of employer firms.

PROFESSIONAL OBJECTIVE:

Utilize my education and experience backgrounds as well as professional expertise in geology and the geological engineering and environmental consulting fields, including technical applications, management and business development, as an asset to a consulting/engineering firm or governmental branch in a management and/or senior technical position or serving our youth in the education field.

TARGET MARKET:

Geographic Area: North and South Carolina

Industry Profile:

- Environmental Consulting – Due diligence, contamination assessment and remediation, hydrogeology
- Geology/Engineering Geology/Geotechnical Engineering
- Governmental Agency – Local, County, State or Federal Environmental Protection
- Secondary Education – Earth Science/Environmental Science

Organization Characteristics/Size:

- Privately owned regional geological/environmental consulting firm (1-100 associates)
- Regional-to-National privately owned geological/environmental consulting firm (500-1,500 associates)
- National publicly owned geological/environmental consulting firm (500-5000 associates)
- Governmental Agency – Division of waste management, underground storage tank division, aquifer protection division, CERCLA/RCRA,
- County Public School Systems

TARGET ORGANIZATIONS:

Consulting Firms

- | | |
|---------------------------------|--|
| • ADS Environmental Services | MacTec Engineering & Consulting, Inc. |
| • AMEC Earth and Environmental | PSI, Inc. |
| • Aware Environmental | S&ME, Inc. |
| • CRA Engineering | SCS Engineers, PC |
| • ECS, Ltd | Kleinfelder |
| • ESA Environmental Specialists | URS Corporation |
| • ESP Environmental Specialists | CH2M Hill |
| • Earth Tech | HDR Engineering, Inc. of the Carolinas |
| • Parsons | Schnabel Engineering Associates, Inc. |
| • Shield Engineering | United Consulting |
| • Zapata Engineering | |

Government

- North Carolina Department of Environment and Natural Resources (NCDENR)
- Mecklenburg County Department of Environmental Protection
- South Carolina Department of Health and Environmental Control

Education

- Charlotte-Mecklenburg Schools
- Union County Schools
- York County Schools
- Lancaster County Schools