

J. Rudolph. Kollar
5201 Shore Drive • Saint Augustine, FL, 32086
(386)334-8272 • E-mail: jkollar@promptservice.com

Project Management

Innovative, high-tech focused marketing executive, with experience in measurable increased growth in sales and profit. Proven ability that exceeds expectations and meets pre-defined goals and show immediate results.

Strategic Planning • New Business Development • Market Analysis • Planning
Project Management • Process Improvement • Profit Growth • Metric Analysis
Goal Setting • Site Launch • Market Share • Vendor Relations • Maximize ROI

SUMMARY OF QUALIFICATIONS

- Innovative high-tech marketing professional with a proven track record of creating and executing strategic plans to deliver quantifiable sales increases
- Thorough knowledge of multimedia marketing, as well conventional marketing, primarily through Guerilla Marketing (low budget/high return)
- The ability to create metrics to measure success, and plan, execute and achieve goals at a rate often above anticipated results
- Through leadership and motivation, deliver highly effective customer service with strong closing capability (I understand that not everyone is the same)
- Ability to communicate and negotiate on various levels with advertisers, sales, marketing staff, corporate clients and media contacts (team player approach)
- Project management, conflict management, and natural problem solving skills
- Over 10 years of experience as promotions, sales and marketing director and management for various Industries (Career College, Hotels, Pre-owned Car Sales, Web Design, and Entertainment)
- Public Speaking And Presentations - Professional DJ/MC, VACCA, Rotary, Teaching, Proposals for Corporate Management

ACCOMPLISHMENTS

- Rotarian Since 2005
- Rotary Positions Held Secretary, Board Member, and Sergeant At Arms
- Paul Harris award Recipient (active Paul Harris Fellow)
- Awarded multiple web design awards - PromptService.com

ADDITIONAL SKILLS

- Web and presentation layout and design; including planning, organization, copyright and graphic design
- Experienced in digital imaging, including pixel editing, and vector graphics with various other graphic integration tools, including but not limited to flash and video editing
- Fully Versed in Word, Excel, Power Point, and the Microsoft Office Suite
- Designed and created of truly interactive multi-media presentations
- The ability to clearly understand and use systems to meet desired goals
- Can design, create and implement defined systems in chaotic environments

EDUCATION

Daytona Beach College, Daytona Beach, FL, June 1998

A.A., Business with a marketing focus

University of Central Florida, Orlando, FL, Dec. 1999

B.S. Business/Marketing, Recognized on Deans List

EXPERIENCE

Angley College, Deland, FL - Aug 2008 – Present

Director of Marketing – Explosive 1000%+ Growth in 1 year. The school now has 3 campuses (Deland, Sanford and Online).

PromptService.com, South Daytona, FL - May 1997 to May 2009

Owner – Principal marketing consultant, web master (Both HTML, and DYNAMIC HTML), Graphic Artist, Perl Scripting expert

Specialty Cars, Daytona Beach, FL - Jan. 2002 – August 2008

Sales Manager – 300% Growth as a result of the design and maintenance of multiple interactive Dynamic Html Web Sites

Beaches Ocean Front Resort, Deland, FL - Feb. 2003 to Dec. 2003

Sales and Marketing Director – Sales were increased by over 60% to prior years, through creative use of internet marketing and building a stable marketing plan. (Left do to company Sale)

Malkus Incorporated, Deland, FL - July 2000 to Aug. 2001

Marketing Specialist – Increased by over 40% to prior years
Responsibilities included internet marketing, billboard design, and a creative marketing campaign creation and implementation. (Left do to company sale.)