



ALEX WOLFRAM

BUSINESS MANAGEMENT - BUSINESS DEVELOPMENT
LEADERSHIP - PROJECT MANAGEMENT
- BUSINESS DEVELOPMENT

CALL/TEXT (832) 772-6338 @ RESUME@awolfram.com

WWW.AWOLFRAM.COM

To:

Hiring Manager
Houston Metro Area

Positions:

- * C-Suite Level Positions
- * Chief Marketing Officer
- * Chief Growth Officer
- * Chief Operations Officer
- * Business Manager
- * General Manager
- * Business Development
- * Marketing Director
- * E-Commerce Manager
- * Operations Manager
- * Project Management
- * Vice President
- * Consulting

Date:

2020 - 2021

From:

Alex Wolfram
Wolfram Management
Houston, Texas

PREVIOUS:

Scottsdale, Arizona
Los Angeles, California

Dear Hiring Manager -

Please accept this letter and the attached resumé for your consideration. I am extremely excited and interested in the possibility you may have an opening in the Houston area, which directly reflects the experience and skills I can offer your organization. With my extensive professional experience, I have been both a top performer and a successful business owner, with an exceptional ability to plan and implement aggressive marketing strategies and operational expertise to support diverse business objectives and needs.

I am an expert in business communications, operational management, editorial direction, and a product & process designer. With over 25 years in business management experience and consulting numerous startup entities, I have worn many hats: Marketing Director, General Manager, Operations Officer, web designer, product designer, PPC manager, video editor, HR manager, visionary, and large sales team manager. As a result, I have a unique ability to manage multidisciplinary projects and to navigate complex challenges. I am an inventor of products and new ideas, always looking for increased efficiency and design in any task I manage.

I am multi-linguist in technology, enabling me to better drive today's business needs. I speak fluent geek, marketer, editor, designer, trainer, entrepreneur, computer guru, and yes even difficult client. I have a fundamental understanding of the skills required of myself and my team, which means fewer mistakes for the tasks at hand. I see the inner workings of structures and seek to bring them into harmony. If my left and right brain were hands, I'd be ambidextrous. I'm a former Marine, so I intuitively run into fires, yet I am always the calm one. I don't care who gets the credit, I just want to win.

My skill-set and industry expertise are comprehensive and up-to-date, and I make it my top priority to see that all tasks are done well and efficiently. I believe my experiences and track record make me an excellent fit for your needs and requirements. Please feel free to contact me via phone, text or email at a time of your convenience, to discuss my background as well as the requirements for your needs.

Alex Wolfram



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INFO

Name ALEX WOLFRAM
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Status Wife/Children
Language English (native)
German (conv)

CONTACT

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Veteran USMC
Education MBA

CONNECT

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PROFILE

Innovative and proactive executive leader with professional development skills and a strong background in B2B / B2C sales, business management, business scaling, and all aspects of business marketing. Extensively experienced in high-volume, multiunit, team deployment, E-Commerce and start-up businesses with a core emphasis on operations, team building and leadership. Versatile and knowledgeable with a multidiscipline exposure in technological end user experiences. Self motivated and exceptionally skilled at building new systems from the ground up, or optimization and refining of existing infrastructures. Seeking a position in a professional environment that fully embraces my vast and diverse experience.

EXPERIENCE (YEARS)



MANAGEMENT TECHNOLOGY DEVELOPMENT MARKETING ORGANIZATION

WORK

- NATIONAL MARKETING DIRECTOR** 09/14 - 12/18
AKINA / VOLENTE Dx
Grew sales teams & developed digital marketing materials, including policy administration, HR, payroll process, and sales rep work flow processes
• Grew new territory to \$250,000+ revenue in 5 months
• Established territory via cold calling, to 265+ clients in first 6 months
• Trained & Developed national sales team
• Motivational conference calls, disciplinary actions, and operational support
- CHIEF OPERATIONS OFFICER | MARKETING** 04/03-09/14
ESP Learning Systems (SaaS Entity)
Built web based delivery platform for eLearning to thousands of new students each month, including foreign exchange students from 40 countries
• Negotiated \$2 Billion contract with Chinese government
• Managed \$2 Million dollar annual marketing funds
• Project Managed entire AdvancED accreditation process in only 2 years
- VICE PRESIDENT** 01/91 - 04/03
METRO ONE TELECOMMUNICATIONS
Built all core systems for startup entity handling 1411 service in AZ, CA, NV, NM, TX.
• Built HR, training, payroll, accounting, and call center operations
• Scaled business from 17 employees to over 7000+ in 5 years
• Traveled and Trained other regions to mimic the performance from my territory

SKILLS

BUSINESS MANAGEMENT

ORGANISATIONAL

MARKETING / SALES

TEAM LEADERSHIP

PROJECT MANAGEMENT

DIGITAL ADVERTISING

E-COMMERCE

SOFTWARE

APPLE MAC / PC

HTML / WORDPRESS

ADOBE CREATIVE SUITE

SALESFORCE / CRM's

FINAL CUT PRO

MICROSOFT OFFICE

BUSINESS LOGISTICS

REFERENCES

Robert Blohm

SVP, Sales & Alliances
Open Symmetry
(602) 617-9916
rblohm@opensymmetry.com

Mark Schwartz

CFO
ESP Learning Systems
(480) 252-6304
marks@foumbergco.com

Adam Williams

CEO -WinVestments
Employer - Akina / VolenteDx
(503) 757-7757
winvestments@icloud.com

WORK (CONTINUED)

WOLFRAM MANAGEMENT

01/96 - Present

BUSINESS CONSULTANT - ENTREPRENEUR

Multidisciplinary exposure including General Contracting, Security, TV/Film Production, Outdoor Marketing, Software Development, Low Voltage Installation, Manufacturing and strong E-Commerce and online marketing.

- Prototyping, Design, Manufacturing Processes, and Importing
- Project Management including Start-Ups, CRM, and Software Development

CO-FOUNDER /DIRECTOR MARKETING

03/11 - 12/14

EARN CHARITY

Founded charity to aid underprivileged individuals to afford educational needs

- Implemented and developed 501c3 entity in only 4 months
- Planned and coordinated numerous public relations events
- Increased new member contributions and business relations

EDUCATION / MILITARY

Master of Business Administration

General Business Management

Everest University

E4 CORPORAL

0313 Reconnaissance & 1391 Bulk Fuel

UNITED STATES MARINE CORPS

CORE ACCOMPLISHMENTS

TEAM:

Team Development - Managed 3000+ sales agents in 40 countries

Trained - All levels in channel, including owners, distributors, managers, & sales team

Marketing - course guides & marketing brochures for sales teams

Presentations - weekly team calls including training, product introduction, and SITREPS

Sales Tools - developed and integrated sales tools and procedures for outside sales reps

BUSINESS:

Scaled - business from 17 employees to 7000 in 7 years handling 100k's calls per week

Negotiation - \$2 Billion dollar deal with Chinese government

Inventor - Patent processing experience with multiple products and fulfilment

Retail Sales - Walmart, Home Depot, Lowes, Amazon, Bed Bath Beyond, eBay

Accreditation - Achieved regional accreditation status in only 2 years

STAFF:

Process development - Created core training and procedures cutting costs by 20%

Training - Mentored and coached staff resulting in highest performance revenue YOY

Human Resources - developed multiple HR Policies and handbooks

Couching - Extensive experience with employment couching, reprimands, performance reviews, and new hire/termination process

MARKETING:

Budget - Managed over \$3,000,000 in annual advertising & marketing funds

Growth - Grew pharmaceutical sales territory to 265k/month in 6 months

Web Traffic - Increased website traffic to over 60K daily views

Social Media - Implemented effective meta-tagging, blogging, PPC's, SEO, CRO, & AdSense

For Automated Tracking System
MULTIDISCIPLINARY EXPOSURE SKILLS ASSESSMENT

Business Management

Business Financial Plans
Business Forecasting
Business Operations
Communication
Customer Service
Financial Management
P&L Statement
Profit and Loss Management Budgeting
Leadership
Small Business Development
Industrial Psychology
Operations Management
Policy Development
Problem Resolution
Procedure Development
Product Development
Project Management
Presentations
Training Programs
Human Resource Management
Employee Retention
Employee Training & Development
Employee Relations
Recruiting / Interviewing
Schedule Management
SaaS - "Software as a Service"
Security
Staff Motivation
Staff Retention
Start Up Business
Work Force Management
Vendor Relations

Technology

Adobe Suite
Illustrator, Photoshop, InDesign,
Acrobat, Dreamweaver
Cloud Computing
Final Cut Pro / Camtasia
Hardware Diagnostic Repair
Hardware Support and Troubleshooting
Mac and Windows Expert
Microsoft Excel Spreadsheet
Microsoft Office Suite
Microsoft Outlook
Microsoft PowerPoint
Microsoft Visio
Microsoft Word
Call Center Management
NOC Center Management
Patents / Trademarks
System Checks and Troubleshooting
Telecommunications

Marketing Development

Digital Marketing
Final Cut Pro / Camtasia
Google Analytics
Google AdSense
Google ADwords
Internet Marketing
Marketing Material Development
Market Research and Analysis
PPC Marketing / Facebook Marketing
SEO Search Engine Optimization
CRO Conversion Rate Optimization
A/B Testing
FTC Compliance
Reputation Management
Social Media Marketing
Web Content Management
WordPress / HTML
Prototyping
TV & Film Production

Sales Development

Client Relations
Client Retention
Creative Marketing
Customer Service
GS1 Barcode
E-Commerce / Retail Sales
Networking
Negotiations
Managing Sales Teams
Mentoring / Coaching
Production Line / Manufacturing
Salesforce, Sugar CRM, Base Camp
Shrinkage / Loss Prevention
CRM Development
Territory Management

Core Skills

Consulting
Continuous Improvement
Continual Evaluation
Creative Marketing
Decision Making
Entrepreneur / Entrepreneurial
Gap Identification
German Language
Innovation
Interpersonal Skills
Organizational Skills
Problem Solving
Self Motivation - Self Management
45 WPM