Russell Rasmussen

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## Operation, Sales and Entrepreneur Profile

## *• Sales Management • General Management • Business Planning & Expansion • Marketing Portfolio Manager • Contract Negotiation*

Administrative management professional with 20 years of experience being the team leader and

organizer. Working in fast paced continuing changing work environments. Trustworthy, ethical and

discreet; committed to superior customer service. Confident and poised in interactions with individuals

at all levels. Detailed oriented and resourceful in completing projects, able to multi-tasks effectively.

Core Competencies

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| * Hiring & Staffing * Operations Management * Social Media Marketing * Public Relations * Meeting Facilitation | * Inventory Management * Merchandising * Human Resources * Management * Leadership | * P & L Analysis * Sales * General Management * Problem Solving * Public Speaking |

Professional Experience

University of Oklahoma – OKC, OK 2012 to Present

**Marketing & Outreach Coordinator, Central Oklahoma Region (**April 2012-Present)

**Oklahoma City, OK**

Public speaking and presentation to organizations and groups of various sizes. Event Coordination. Organization of digital communication in building a stronger electronic and personal relationship with Oklahoma business, HR and Payroll professionals. Regional state support for client based initiatives and directives. Evaluation and ROI management of outreach activities, which better serve our client and budget needs.

* Recommended and driving digital electronic marketing strategy vs. hard copy which will net a $10K annual savings to department
* Eliminated outreach events based on cost per participant evaluation, $15K annual savings to department that will be re-appropriated to overall outreach
* Selected as primary facilitator for all customer engagement because of outstanding public speaking and customer experience focus

Rusty’s Frozen Custard – Norman, OK 2000 to Present

**Entrepreneur, Norman Oklahoma** (October 2000-Present)

**Norman, OK**

As the Owner of a local business my responsibilities varied from the smallest of Public Relations to the largest of media relationships. Conducted numerous interviews for video and print media. Maintained the business accounting program to manage cash flow, bill payment, payroll and tax liabilities. Controlled accounts payable and receivable. Implemented a JIT inventory management system. Business promotions at various public events including product and basic and advanced marketing principles. Promotions, advertisement, public events, online and offline advertisements – both print and electronic, space ads, social media tools, taglines and web-based outreach. Inventory Management; maintained necessary inventory levels for multiple locations. Human Resources responsibilities covered the full spectrum of employee hiring to firing. Managed staffing issues, scheduling up to 40 employees at various locations, and maintained a proper working environment.

* Entrepreneur, Created and start-up $80k single site with growth to 7 units including 2 corporate, 3 license and 2 sister independent locations with annual revenue over $2M
* Created and sustained business processes and practices for expansion to all locations for consistent and efficient business practices (IT, recruiting, training, operations setup)
* Launched support functions to include corporate marketing, branding, accounting, merchandising and community involvement

Southwest Leasing & Management – Oklahoma City, OK 1995-1999

**Regional Sales Representative**

**Oklahoma City, OK**

Managed a four state area of municipal water and wastewater contracts. Became familiar with the open bid process and ways to work with municipal requirements including trial capabilities and specifics to the needs of each individual bid.

* Grew new contract business netting 2 new contracts with over $200K annual revenue stream
* Managed existing contracts with valued added services and technology with an increase of $200K annual revenue stream, 15% increase year to year
* Responsible for lab analysis of water treatment testing to determine chemical usage for water treatment processes

Education

University of Oklahoma – BA - Marketing 1997

Certifications

ASTD Training and Development Certificate of Achievement

Smart Work Ethics Facilitator Certification

Community Involvement

Fire House Art Center, Norman Public Schools, Make-a-Wish, Epilepsy Awareness, Alzheimer Awareness, Multiple Sclerosis Society, Special Olympics of Oklahoma

Affiliations

Boy Scouts of America – Eagle Scout

Delta Sigma Pi – Business Fraternity, Life Member

Oklahoma Sooner Human Resources Society – Member in good standing