

# J. GRAYSON BLOSKAS

(972) 832-4803 • [graysonblokas@gmail.com](mailto:graysonblokas@gmail.com) • McKinney, TX 75070

<https://www.linkedin.com/in/graysonblokas/> • <https://www.facebook.com/GraysonGPR>

## PROFESSIONAL SUMMARY

High-achieving Vice President of Operations with demonstrated skills in integrating operational strategies, building partnerships, and developing new revenue streams. Skillfully manage KPIs and internal controls to monitor operational trends and devise forward-thinking solutions. Successfully managed multi-million dollar investment operations in residential and commercial real estate. Results-focused, flexible, and resilient in resolving internal and external issues. Strong entrepreneurial mind, with success in hiring and training, leading to process and product improvements.

## SKILLS

- Operational Leadership
- Employee Training
- Staff Management
- Policy and Procedure Development
- Business Planning
- Insurance Knowledge
- Product Development
- Marketing Programs
- Business Solutions
- Performance Monitoring
- Proficient in Microsoft Office
- Proficient in Adobe Products
- Data management
- Customer Service
- Conflict resolution
- Flexible & Adaptable

## WORK HISTORY

Jan 2019 - Current  
McKinney, TX

### Vice President of Operations / Keyzie Lending

- Supervised daily operations of a multi-million dollar Investment operation.
- Established clear management goals and devised systems to track results for effective decision making.
- Applied performance data to evaluate and improve operations, target current business conditions and forecast needs.
- Applied excellent problem-solving, process development and strategic implementation skills to lead and support all areas of operations.
- Increased company profits through performance optimization strategies and efficiency improvements.
- Managed cross-functional collaboration to drive team engagement and keep members on course to achieve demanding company targets.
- Strategically coordinated operations according to objectives and capabilities, effectively allocating resources to meet demands
- Supported Executive Team in reviewing, identifying and prioritizing strategic initiatives.

Jun 2018 - Current  
Dallas, TX

### Marketing Manager / North Vine Realty

- Built brand awareness and generated leads while managing internal and external marketing campaigns and programs.
- Devised and deployed online marketing plans with effective SEO, social media and viral campaign strategies.
- Improved product marketing objectives by constructing communication initiatives and branding strategies to increase client outreach.
- Worked with marketing teams to create, deploy and optimize effective campaigns for Real Estate clients.
- Developed company brand messaging, collateral materials, customer events, promotional strategies, and product commercialization.
- Briefed senior executives on monthly projections, product launches and other marketing plans.

May 2017 - Apr 2018  
Dallas, TX

### Insurance Sales Representative / Northwestern Mutual Life Insurance Company

- Handled approximately 100 outbound and inbound sales-related calls per week to qualify individuals interested in purchasing insurance coverage.
- Sought out new clients and developed client relationships through networking, direct referrals, lead databases and cold calling.
- Maintained detailed records of customer information and policy sales.
- Connected with prospective clients to set appointments.

- Sold life, long-term care, and other various insurance products to individuals and affinity groups within assigned territory using consultative selling techniques.

## **EDUCATION**

05/2018

College Station, TX

### **BBA in Business Management**

Texas A&M University

- Received Jim and LaRue Shanahan Annual Scholarship.
- Coursework in international business, entrepreneurial studies, human resource management, and economics.

## **AFFILIATIONS**

- Young Leaders Network - D Magazine
- Phi Eta Sigma Honor Society - Texas A&M University
- Financial Management Association - Texas A&M University
- Business Law Guild - Texas A&M University

## **CERTIFICATIONS**

- Realtor License - May 2018 through July 2020
- Licensed Life Insurance Agent - May 2017 through May 2019