



Brentwood, Tennessee ● 615-969-8866 ● rp@robertporter.com

CAREER WEBSITE - www.robertporter.com

“ . . . what he’s done for others, he’ll do for your business.”

EXPERIENCE

Flex-positions/training while helping elderly mother

WAVES, INC./CONSULTANT, Franklin & Nashville, TN

- Manager business development for a nine-person group focused on marketing non-profit business ventures and community involvement
- Active as Williamson County Fair Board volunteer, Chambers of Commerce & School System
- Consultant for Red Roof Inn National Convention, T.J. Martell Foundation
- Ongoing Computer Classes - Microsoft Office Products, Web/graphic design

BLOCK DRUG COMPANY, Jersey City, NJ

(Acquired by GlaxoSmithKline) – Fortune 500 Company

Marketing / Event Manager, 1990 - 2001

- Initiated and led a 10-year marketing, event and branding campaign for this Fortune 500 company; reporting directly to senior management (see *Skills/Accomplishments* below)
- Negotiated contracts and executed major series events
- Worked with corporate marketing to create new branding and sales opportunities
- Implemented special event promotions, public relations and media relations
- Hired and directed on-site personnel for large-scale events
- Identified sales opportunities and accompanied staff on key client calls
- Built and maintained relationships with community and professional organizations to solidify grass roots support
- Represented the company to major venues, clients, hospitality events and third party advertising and legal agencies
- Coordinated production and placed media buys
- Managed budget to ensure corporate sponsorship objectives
- Trained corporate staff and sales reps regarding event and regional promotions

OTHER EMPLOYMENT

EMERALD/CROSS COUNTRY GROUPS, Nashville, TN & New York, NY – Private Company
Executive General Manager & Director-Operations

- Responsible for entire diverse operation comprised of global communication facilities, broadcasting/recording studios, aircraft leasing and a restaurant.
 - Hands on project manager for a one year extensive renovation of physical facilities
 - Developed over forty internationally marketed radio specials
 - Coordinated technical, creative and administrative operations
 - Accelerated distribution by launching with ABC's global communication division
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SKILLS/ACCOMPLISHMENTS

- Results Oriented - Increased national sales of one consumer group at Block Drug by 15% the first year and ultimately reduced cost by 20% and achieved historic record sales; rising to the second largest profit leader out of 23 national consumer groups
- Innovative Problem Solver - Proven ability to analyze new and unusual opportunities, and then introduce strategic and tactical solutions to achieve outstanding results.
- Leads by Example - Relying on an influential management style
- Committed Team Player - Strong, common sense work ethic
- Effective Communicator - Focused on delivering the right information at the right time to the right audience. Graphic design abilities strengthen these messages.

BUSINESS & COMMUNITY INVOLVEMENT

Professional Memberships

- Cool Springs Chamber Program and Event Committee (thru '06)
- Williamson County Fair Board Volunteer

Community Events

- Organizational participant in T.J. Martell Foundation's "Barely Famous Block Party" fund raiser

Strategic Planning Group Member (1993-1995)

- NATIONAL AERONAUTICS AND SPACE ADMINISTRATION – Conceptualized and delivered promotional concepts for the Von Braun Forum Series; a public relations/educational symposium focused on NASA spin-offs effecting medicine and lifestyles. Used entertainment and media personalities along with prominent NASA achievers to grow the series to overflow attendance in two years and televised globally.

EDUCATION

- University of North Alabama
B.S.-Business Management & Marketing
Business Manager of college newspaper and yearbook; Dean's List
- New Horizons Computer Learning Center
Professional Computer Training - Microsoft Office Products, Web design and graphic packages