

Wade Phillip Burghardt-Culp

Objective

My goal is to secure a position that will combine my lifelong passion for design with the analytical skills I have developed through my experience in Marketing and Consulting enabling me to develop comprehensive creative solutions.

I am known by Clients and Associates as someone who is innovative and inspirational. I value the importance of cultivating lasting relationships and providing consistent profit driven results.

Experience

2006–2011

Sodexo

Tampa, FL

Unit Marketing Specialist

- Develop and implement comprehensive marketing strategies and programs for 10.5 million dollar account, surpassing sales growth goals by providing experiences that exceed client/customer needs and expectations maintaining units global showcase status
- Analyze segment relevant data including national trends, client base demographics, unrealized markets, guest traffic patterns, and product movement
- Develop department budget and manage expenditures maintaining profitability
- Develop and implement programs to build and enhance company service culture through mentoring and development of front line cast members
- Maintain client communications, to include authoring reports, conducting presentations and development sessions, along with daily customer/client feedback and service
- Develop lasting relationships with vendors introducing new products and national marketing campaigns
- Serve as Regional GLBT Chairperson, responsible for coordination of regional meetings and activities along with participation in company recruitment and civic events
- Design website, print media, electronic communications, brand identity packages and other sales/marketing collateral
- Design restaurant interiors and coordinate construction efforts with facilities management
- Assist in event planning for catering to include room selection, setup, menu, décor, media services, and marketing collateral
- Serve as District Sustainability Champion, responsible for attending conferences and meetings to align Sodexo's national sustainability efforts with those within the unit, monitor and report results

2005-2006 Asolo Theatre Company Sarasota, FL

Marketing Intern

- Designed and produced weekly E-mail newsletter, marketing/sales collateral, presentations, web graphics and logos
- Worked closely with Marketing Director, Designer and Public Relations to develop marketing strategies

2000-2004 Zenith Insurance Company San Diego, CA

Occupational Safety and Health Consultant

- Serviced over 300 accounts, representing a cross section of industries ranging in difficulty and technical demands
- Conducted risk evaluations to determine loss potential, management interest, support and degree of commitment
- Developed systematic plans of action to reduce risk potential
- Worked with executive management to secure commitment of programs designed to remediate safety and health hazards, assisted in program implementation
- Evaluated account progress, suggesting program modifications as necessary
- Responsible for maintaining a high level of communication with Internal and external customer pertinent to progress of safety and health issue remediation
- Assisted in training of department personnel
- Conducted industrial hygiene evaluations, including noise dosimetry surveys and air sampling
- Conducted mock OSHA inspections
- Responsible for regional ergonomic training and assessment

1999-2000 SPAWAR Dept. of Defense San Diego, CA

Office Manager

- Served as coordinator for domestic, foreign personnel and dignitaries travel
- Coordinated top-secret conferences for military officials
- Supported finance department by maintaining A/P and A/R accounts

1995-1998 Glamour Shots San Diego, CA

General Manager

- Conducted and managed all aspects of business operation, including technical equipment maintenance and operations, inventory, human resources, accounting, marketing, and sales
- Successfully trained staff; acquired specialty equipment, wardrobe and product; marketed and implemented new studio "Silver Screen" style of photography. This campaign grew sales significantly, moving our stores national ranking from the top 100 to the top10
- District Photography Trainer

Education

1993-1995/2004-2006 Ringling School of Art and Design – Sarasota, FL

- Bachelor of Fine Arts, Illustration

1991-1993 Savannah College of Art and Design – Savannah, GA

- Core Studies, Fine Arts/Illustration

Additional Studies

Manatee Community College- Core Curriculum

San Diego City College- Core Curriculum

San Diego State University- Occupational Safety and Health

University of California San Diego- OSHA Studies

National Safety Council- Occupational Safety and Health

Technology

- Proficient with both Mac and PC platforms
- Software Proficiencies: Microsoft Windows, Word, Access, Excel, PowerPoint, Outlook, Publisher, FrontPage, Adobe Photoshop, Illustrator, InDesign, Premier, Contribute, Dreamweaver, and Corel Paint

References

Amy Truong, SODEXO Resident District Manager	813.257.3088
Steve Thompson, Aspen Risk Management President	619.294.9863
Julie Lindbloom, Zenith Safety and Health Manager	619.299.6252
Peggy Fink, Communique Graphic Design President	773.528.7868
Tara Kenney, Eyemations Producer	404.840.7833