

# WADE PHILLIP BURGHARDT CULP

4050 Pompano Dr. SE • St. Petersburg, FL 33705 • 727.215.1090 • wadepbc@yahoo.com

It is my intent to obtain a creative position that provides a challenging environment to foster my growth as a professional and artistic individual. My expansive career experience and education has given me a strong ability to simultaneously coordinate and prioritize multiple projects and responsibilities. I believe that my proven skill set will be an invaluable asset to your operation.

## Experience

### **2006-Present SODEXO Education, University of Tampa – Tampa, FL**

#### *Unit Marketing Specialist*

- Develop and implement marketing strategies, to facilitate opening of 19,000 sq ft multi station dining facility resulting in significant sales growth.
- Analyze segment relevant data including national trends, client base demographics, unrealized markets, guest traffic patterns, and product movement.
- Develop and implement comprehensive marketing strategies and programs that meet sales growth goals by providing an experience that exceeds client/customer needs and expectations maintaining premier status
- Develop department budget and manage expenditures maintaining profitability
- Develop and Implement programs building and enhancing company service culture through mentoring and development of front line employees
- Maintain client communications, to include authoring reports, conducting presentations and development meetings, along with daily customer/client feedback and service
- Serve as regional GLBT diversity ambassador, responsible for coordination and participation in company recruitment and civic events
- Design website, print media, electronic communications, brand identity packages and other sales/marketing collateral

### **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 to 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

**1999-2000 Space & Naval Warfare Systems Command – 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
- Directed re-branding of studio image and product, moving locations ranking to top 10 most profitable nationwide
- Countywide 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*

**Freelance**

- Masters Program advertisement design for FSU Conservatory for Acting Studies – Sarasota, FL 2006/07
- Actors Showcase Marketing Kit design for FSU Conservatory for Acting Studies – Sarasota, FL 2006
- Restaurant Safety Video production for The Food and Beverage Association – San Diego, CA 2004
- Web Site Graphic and Logo creation for YMS Computer Solutions – San Diego, CA 2003
- Safety Video and Promotional Packet design and production for Waxies Sanitary Supply – San Diego, CA 2002

**Technology Skills**

- 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, Corel Paint, and Ulead Video Studio.