

RESUME OF
DONALD NEAL MARZELLA

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CAREER OBJECTIVE: Seeking a "career" professional position in sales, marketing or business development, where my education, career experience, creativity, enthusiasm, maturity, contacts and successful sales track record will be utilized to exceed both established company and personal goals, and significantly contribute towards corporate profitability.

CAREER HISTORY

CONSULTANT--ARCHITECTURAL/ENGINEERING/CONSTRUCTION 04/10 to

Present

MARZELLA CONSULTING, INC. of Helena, Alabama.

Initiated a "consulting" career in the A/E/C industry in sales, marketing and business development.

Clients include a large, regional Birmingham-based design firm, an office furniture dealer and a nationwide manufacturer of refractories and boilers.

Services provided include developing business development strategies and the training of key company personnel in sales, marketing and business development techniques.

Wrote and designed "business development" job descriptions and compensation packages.

ACCOUNT MANAGER—CONSTRUCTION SALES: PRODUCTS & SERVICES. 07/07 to 11/09

McGRAW-HILL CONSTRUCTION/DODGE of New York, New York.

Was hired to sell print and on-line advertising for *South Central Construction Magazine* in the states of Alabama & Tennessee within the McGraw-Hill Construction Regional Publication Group.

After just five months on the job, was promoted to Major Accounts Manager with additional sales responsibility in the company's Dodge Network sales division.

Clients included architects, engineers, general contractors, subcontractors and industry suppliers/vendors.

Immediately became an integral member of many industry trade organizations including Associated Builders and Contractors, Inc. of Alabama (ABC), Associated General Contractors of America, Inc. (AGC), American Subcontractors Association of Alabama (ASA), American Institute of Architects Birmingham Chapter (AIA), the Society for Marketing Professionals Services Alabama (SMPS) and the International Interior Design Association (IIDA).

TERRITORY SALES MANAGER—MEDICAL /OPTICAL SALES. 12/91 to 03/07

RODENSTOCK NORTH AMERICA, INC. of Lockbourne, Ohio.

Was responsible for the developing, servicing, managing and growth of what was once a \$14,586 per year territory into a \$700,000 per year territory...an *incredible* 4800% increase in sales!

Took an undeveloped and poorly-worked territory and quickly developed it into what was annually the number one, two or three territory out of a total of 45 territories throughout the country.

Clients included ophthalmologists, optometrists and opticians.

Among the products I sold were frames, lenses, optical software and ophthalmic & optometric instruments under the brand names of both Rodenstock and WECO. Among these instruments were slit lamps, pupilometers, retinoscopes, keratometers and refracting units.

Was a regular member of the *prestigious* "President's Club", once holding the title of "Territory Sales Manager of the Year."

Frequent "winner" of both regional and national sales contests and one of only seven T.S.M.'s invited to Germany as a *personal* guest of CEO Randolph Rodenstock in 1999 in recognition of "*career performance*."

DIRECTOR OF PUBLIC RELATIONS—PROFESSIONAL SPORTS. 12/89 to 12/91

BIRMINGHAM FIRE FOOTBALL CLUB of the NFL's World League of American Football of Birmingham, Alabama.

Was responsible for the creating, developing and implementing of the team's *initial* public relations efforts. As a *charter* member of the FIRE's management team, also worked closely with local, state and national media to maximize press coverage of the team.

Wrote numerous press releases, planned press conferences, managed the stadium's press areas including the press box and wrote the editorial content for the team's weekly game program, GAMETIME.

Established the annual public relations goals with its accompanying budget.

As team spokesperson, was often in demand as a public speaker.

Wrote speeches for key personnel including Owner Gavin Maloof and Head Coach Chan Gailey.

DIRECTOR OF MARKETING—REHABILITATIVE MEDICINE. 10/87 to 12/89

TRICARE REHABILITATION SYSTEMS, INC. of Birmingham, Alabama.

Wrote yearly marketing plans, established yearly budgets and set corporate marketing goals for both the Birmingham, Alabama and Nashville, Tennessee facilities.

Directed corporate marketing efforts, including all advertising, public relations and direct sales efforts to physicians, claim adjusters, case managers, hospital personnel, attorneys, rehabilitation specialists and social workers.

Created all corporate collateral materials and marketing aids.

Sought and secured investment and referral commitments from area surgeons and physicians.

SALES REPRESENTATIVE—ORTHOPEDIC IMPLANT SALES. 08/86 to 10/87

KIRSCHNER MEDICAL CORPORATION, INC. of Birmingham, Alabama.

Was instrumental in the development of a "new" territory in south Alabama, the Florida panhandle and Mississippi Gulf Coast areas.

Sales efforts to orthopedic surgeons resulted in a Kirschner "sales record" for June, 1987, with similar sales growth in the following months.

Position provided *invaluable* experience in a "surgical" environment where physicians required my presence in the "operating room" to lend *guidance* in the use of Kirschner instruments.

Among the products I represented were Kirschner knee, hip and shoulder implants; trauma products; Chick tables and lamps; AOA support products; MP Video Systems and Orthopak bone growth stimulators.

EARLY CAREER HISTORY

The first nine years of my career were spent in the "advertising industry," both *selling* print (*Southern Living Magazine*) and broadcast (WBMG-TV 42 CBS) advertising, and *creating/supervising* advertising as an Account Executive at a large, local advertising agency (Barry Huey, Bullock & Elam, Inc.). In 1986, a decision was made to enter the growing and rewarding medical and health care fields, in which I remained until 2007 except for the period where I served as Director of Public Relations & Media Services for The Birmingham FIRE Football Club.

EDUCATION

AUBURN UNIVERSITY; Auburn, Alabama.

Degree: Bachelor of Science in Business Administration.

School of Business, Marketing Curriculum. Undeclared Minor in Architecture.

Grade Point Averages: Marketing Curriculum: 4.00/4.00; School of Business: 3.15/4.00.

SIDNEY LANIER HIGH SCHOOL; Montgomery, Alabama.

Degree: General Studies.

Ranked 26th in a Graduating Class of 686 Students.
Grade Point Average: 3.81/4.00.

HONORS/ACTIVITIES

Past Member of the "Mardi Gras Ball" Committee Benefiting the "Kid One" Transport System.
Birmingham's "City Stages" Annual Music Festival Volunteer Area Supervisor.
Current Member of the Shelby County Republican Executive & Steering Committees.
Current Dawson Memorial Baptist Church Sanctuary Choir Member & Past Officer.
Past Chairman, Greater Birmingham Young Republicans.
Past Member of Operation New Birmingham's "Livelier City Center" Committee.
Past Public Relations Coordinator for the 7th District of The American Advertising Federation.
Past Birmingham Advertising Federation Vice President & Board Member.
Past Auburn University Sports Information Department "Volunteer" Assistant.
Selected "Outstanding Young Men of America."
Selected "Who's Who in American Colleges & Universities."
Former Auburn University Student Government Association Student Senator.
Former Auburn University Inter-Fraternity Council Administrative Vice President.
Dean's List (Auburn University, Twice).
Former Auburn University's "Union Board" & "Performing Arts" Committee Member.
Member & Officer, Sigma Phi Epsilon Fraternity (Auburn University).
School & Statewide (Alabama) President, National Honor Society (High School).
President, Inter-Club Council of Presidents & Vice President, French Club (High School).
Member, French National Honor Society & "Mu Alpha Theta" National Math Honorary (High School).
Member, Sidney Lanier High School Marching & Symphonic Concert Bands.
Recipient, Lions Club International's "Youth to Europe" Student Exchange Award (1973).
Civitan "Citizenship Seminar," Harding College (AR) Campus, 1970.

INTERNET SKILLS

Excel, Visio, Access, Publisher, PowerPoint, Outlook, Microsoft Word
Customer Relationship Management (CRM) Usage: GoldMine, ACT, Siebel, Salesforce

PROFESSIONAL SALES TRAINING

SMPS National Conference on "Build Business: Reinvent, Retool, Rebound" (2010).
Harding & Company's "What Rainmakers Do" (2009).
Huthwaite's Course, "Spin Selling...Making Major Sales" (2008).
Aarthun Performance Group, LTD Course, "The Profit Specialist" (2008).
Brian Tracy's Course, "Successful Selling" (2002).
Achieve Global's Course, "Professional Selling Skills" (2002).

PROFESSIONAL LICENSES

State Of Alabama "Life & Health" Insurance Producer License (#A216522).
General Securities Representative Series 7 License.