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Summary

The pandemic changed everything for me and allowed me to get reacquainted with my love for music and charity efforts. I took 14 years of business, marketing, communications, and leadership experience and decided to apply them to myself and create my own channels on YouTube and Twitch. It blew up fast! But that wasn't the end. I wanted to be involved more with music full-time, and use those efforts to help out charities. So, I finally took the dive. Lucas Webb and I officially launched StreamStudios to support local artists, businesses, and others with music needs, including lyric writing, recording, mixing, and mastering as well as expertise in building social platforms like YouTube, Twitch, podcasts, and more. With a full studio, we can suit nearly any type of artist, genre of music, or challenge you may have.

Experience

Owner

StreamStudios

Mar 2021 - Present (2 years 2 months)

StreamStudios is a one-stop-shop for music needs, providing writing, recording, mixing, and mastering for artists of all genres.

In addition, StreamStudios provides branding and marketing consultation to businesses and individuals looking to market their music or brands via social media and streaming platforms, including YouTube, Twitch, Spotify, and more.

Content Creator/Musician

GidKidDad

Apr 2020 - Present (3 years 1 month)

GidKidDad provides music and gaming insight, charity efforts, and original music to tens of thousands of viewers.

General Manager

Greater Milwaukee Auto Auction

2020 - 2020 (less than a year)

- Founded first-ever online dealer assistance program using new technology and tablets, creating a better partnership between dealers and consumers and leading to unprecedented growth of new clients
- Worked with Operations Manager, Transportation Manager, and Office Administrator to create and streamline new processes for more than 100 employees, leading to better quality of life, less turnover, and higher employee satisfaction
- Mended broken relationships and trust with third party associations and clients, ultimately leading to more business and greater profits

General Manager

Hyundai Greenfield

2018 - 2020 (2 years)

- Revitalized broken dealership, working with sales and service to change team culture and increase sales volume and gross, service profits, and store CSI
- Led weekly sales trainings with all staff to stay ahead of changing sales procedures and buying patterns
- Oversaw month-end close process, including analyzing and adjusting profit/loss statements for manufacturer
- Worked with marketing team and consultants to develop strategies to drive new business
- Built internet sales department that consistently posted 15% internet closing ratios
- Increased used car sales by over 191% by training used car manager in Vauto and inventory management and implementing heavy CPO training to sales staff
- Combined all the above processes to become consistent top 3 Hyundai volume dealer in district increased overall store profit by more than 549% year-over-year

General Sales Manager

Umansky Motor Cars

2017 - 2018 (1 year)

- Oversaw, hired, trained, and re-trained staff at all levels to increase productivity and profits across all aspects of dealership
- Increased CSI from 90.3% to 96.7%, gaining Acura's Precision Team Award
- Greatly Increased new and used sales volume by 45+ per month
- Led store to net profits for the first time in 3+ years
- Regained community attention by representing the store and participating in community events with local non-profits

Finance Director

Umansky Motor Cars

2016 - 2017 (1 year)

- Led finance staff in new selling systems, increasing department gross by 181%
- Assisted in growing and replacing processes for all aspects of dealership
- Extensively trained finance and sales staff, including new hires
- Personal Per Vehicle Retail average of \$2500+ (#1 in region)
- Took part of all aspects of the sale, including desking new and used car deals, as well as secondary sales
- Promoted and moved down to Memphis to re-establish Acura store

Finance Director

Racine Hyundai

2015 - 2016 (1 year)

- Increased department profits by 130%
- Personally maintained \$1400+ PVR average month-to-month
- Maintained a 3 day contract in transit list, ensuring more dealership money stayed in house
- Continued in training role for sales managers and sales staff
- Widely expanded dealership relations with bank representatives
- Assisted GM with all customer service issues, including sales, service, and finance issues



Sales Manager

Racine Hyundai

2014 - 2015 (1 year)

- Led sales management team and conducted all trainings for sales staff and management
- Assisted with used vehicle purchases and inventory pricing
- Oversaw service work to all used inventory and authorized service maintenance while increasing sales PVR
- Worked with attorneys and trustees to efficiently process Open 13 and 7 bankruptcies
- Greatly improved relationships with secondary banks
- Promoted to Finance Director, taking larger role in all dealership responsibilities



Sales Associate

Racine Hyundai

2014 - 2014 (less than a year)

- Highest volume sales associate for first 6 months straight leading to promotions
- Acted as team leader to sales floor and assisted with training
- Often relied on for turnovers in place of management
- Promoted from sales floor due to personal numbers and team mentality



Political Consultant

The JSK Group, LLC

2009 - 2014 (5 years)

- Constructed comprehensive campaigns and oversaw specific press event or canvass needs for candidates seeking office as well as for committees supporting campaigns
- Developed finance, messaging, and communications initiatives to support campaign platforms and provided strategic guidance on deploying the messages to motivate constituents or voters
- Created direct mail and other campaign collateral, including the development of pieces or collaboration with third-party vendors



Owner

The Green Room Billiards

2012 - 2013 (1 year)

- Launched, invested, and managed a small business venture in Racine, WI
- Expanded business and sold to competitor for profit



Senior Specialist, Government Affairs and Public Policy

Whyte Hirschboeck Dudek S.C.

2011 - 2012 (1 year)

- Cultivated relationships with legislators and key public officials to further clients' policy goals in a variety of industries, including the fields of mining, education, nutrition, environment, Indian affairs, and bargaining rights
- Proactively researched and reviewed legislative and regulatory developments to assess impacts on clients

- Managed the firm's Government Affairs Fund, including initiating strategic fundraising campaigns, providing insight to clients and law firm personnel on candidates and campaigns, and ensuring compliance with all regulatory bodies
- Oversaw client work for a variety of corporate, public, and private organizations in conjunction with firm attorneys including telecom taxation, industrial disposal regulations for an energy company, licensing framework for dietitians and nutritionists, and more

Education



Los Angeles Film School

Music Production



University of Wisconsin-Parkside



Cardinal Stritch University

Skills

Music Industry • Music Production • Communication • Leadership • Sales Management • Automotive Sales • Campaign Management • Direct Mail • Small Business • Public Affairs