

ROBERT G. HEFNER

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Objective: Acquire a full-time position with a wind generation company that allows me to use my technical industry knowledge and business development experience.

Education:

Butler University/ Indianapolis, IN Major: Marketing (<i>Bachelors in Business Administration</i>)	May 2003 G.P.A: 3.2/4.0
M-Tec at K.V.C.C./Kalamazoo, MI Certificate: Wind Turbine Technician Academy	May 2010 B.Z.E.E Accreditation

Work Experience:

Balmoral Park/ Crete, IL

Marketing Manager

October 2005- October 2009

- Allocate and maintain an annual marketing budget of \$1,000,000.
- Create, plan, and execute all promotional events for an average annual attendance of 412,000 patrons.
- Identify, solicit, and manage all corporate trade and sponsor partnerships.
- Handle all copywriting for advertising media and public relations efforts.

Phocus Industrial Tool/ Hammond, IN

Owner and General Manager

November 2003-December 2007

- Incorporated this safety and tool supply house in Jan. 2004.
- Maintained all financial, accounting, and sales records.
- Developed key sales accounts to preserve business growth.
- Managed all installation projects including large coal-fired generation system overhauls.
- Wrote and presented all bid proposals.

Marketing Werks/ Chicago, IL

Field Promotions

June 2003- November 2003

- Served as MC to the 2003 Lego "What Will You Make Tour."
- Interacted with thousands of current and future consumers to enhance their awareness and overall notion of the Lego brand.
- Maintained the tour's inventory and expense accounts.

Skills:

- **Computer:** Proficient in Mac & PC operations, MS Office, MS Project, CAD software
- **Electrical:** Knowledgeable in theory, wiring, motor control, and basic P.L.C.
- **Mechanical:** well versed in craning & rigging, hydraulics, laser alignment, torching & welding
- **Safety:** OSHA 10 certified, competent climber, willingness to work at heights & repel
- **Communication:** Copywriting experience including: press releases, print, radio and broadcast TV copy. Skilled presenter and media interviewee
- **Planning:** Budgetary allocation, industrial maintenance, tradeshow and events