

# Rodolfo (Rudy) Martinez

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## President/CEO

Operations Oversight • Team Leadership & Training • Director of Marketing

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### Related Experience

Highly accomplished professional with diverse experience poised to transition solid background in sales and team development to excel in a sales/management position. Offer outstanding team leadership, behavioral management, and conflict resolution skills. Exceptional and well developed interpersonal skills and the ability to motivate and direct others in a supportive, cooperative team environment. Business administration expertise; coordinate with management, cross-functional teams and vendors in the execution of daily tasks and functions. Generate and maintain records and reports, secure equipment and supplies, and comply with all administrative and district policies and regulations. Experienced in planning, development, and implementation of marketing communications materials. Experienced in working with a board of directors as well as developing and maintaining relationships with business leaders in the community. A strong advocate for small business in the Hispanic market with the ability to create and implement programs and training to further business growth.

### CORE COMPETENCIES

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|-------------------------------------|--|
| • Sales & Marketing                 | • Policy and Procedures Administration       |
| • Conflict & Dispute Resolution     | • Counseling & Coaching                      |
| • Community Outreach & Service      | • Operations Management                      |
| • Team Leadership & Training        | • Vendor Relationships                       |
| • Microsoft Word                    | • Excellent written and verbal communication |
| • Excellent customer service Skills | • Leadership and Coaching Skills             |
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### PROFESSIONAL EXPERIENCE

- Directed and Facilitated the reorganization and re-engagement of The Greater Keller Chamber of Commerce with the local city officials and businesses in the region
- Professional relationships with diverse client base to complete sales transactions and create a referral network.
- Created and implemented Policy and Procedures for company to better facilitate production and safeguard company from any possible disclosure discrepancies.
- Established pay schedules for agents based on sales volume.
- Facilitated Training and Coaching sessions geared towards increasing productivity and developing a high self-esteem level to better serve client base.
- Created and implemented marketing strategies, brochures, established public relations events
- Licensed by the Texas Real Estate Commission as an Instructor

### EMPLOYERS

THE GREATER KELLER CHAMBER OF COMMERCE

**President/CEO**

**February 10, 2014 – March 23, 2015**

- Management and direction of the chamber of commerce
- Increased membership by approximately 130% within a ten (10) month period
- Increased Monthly luncheon attendance from approximately 35 to over 100
- Established thriving relationship with Mayor and city government of Keller Texas (one which had been strained for years)

- Established and grew chamber events to record levels by engaging community, including KISD, NWISD, nonprofit organizations and business community

FATHOM REALTY, DFW

**District Director/Realtor**

**March 2013 – May 2014**

Management of the Greater Arlington District, oversaw approximately 42 real estate agents.

Review contracts for compliance and Direct Sales.

Facilitated training for agents i.e. Seller Disclosure. Fiduciary, contracts, etc.

Keller Williams DFW, Southlake, Texas

**Realtor**

**April 5, 2011 – March 2013**

Direct Sales, Marketing

Nurses on Wheels, Corpus Christi, Texas

**Director of Community Relations**

**March 2010 to March 2011**

Conducted public training seminars on healthcare reform, POA's, etc.

**Physicians Liaison**

**June 2009 – June 2010**

Keller Williams Realtors-The Mitchell Lloyd Team, Corpus Christi, Texas

**Active Realtor**

**January 2008 – February 2010**

**Facilitated training for office through the agent leadership council**

Mitchell Lloyd Properties

**President/Realtor**

**March 2005 – December 2007**

**Marketing Director**

**Created and established training modules for agents**

**Facilitated training classes**

SBC

**Customer Service Representative**

**February 1986 – April 2005**

- Assisted customers with billing issues and service transfer to SBC, Sales and customer satisfaction.
- Team Lead on Fiber to the Curb project to establish High Speed Internet service and implement procedures for the city of Richardson Texas. When project completed sales for DSL in Richardson rose substantially for SBC.
- Facilitated training for department on new DSL and Fiber to the Curb implementation

### ***Key Contributions:***

- Re-Established reputation and value of the Greater Keller Chamber of Commerce in the region
- More than doubled membership in the chamber in a 10 month period (increased membership by over 120%)
- Established partnerships with community, regional ISD's and the business community
- New and Existing Home Sales-over 19 years' experience in real estate sales and negotiations
- Trained agents on time management and client follow up to solidify the relationship between them and the client; therefore establishing a sound referral network with them.
- Organized and implemented motivational meetings for office to encourage and motivate individuals
- Served on the Board of Directors for the Corpus Christi Hispanic Chamber of Commerce
- Served as Finance Chair of the Corpus Christi Hispanic Chamber of Commerce
- Served on the Board of Directors of the American Cancer Society
- Served as Chairman of the ACS Relay for Life event 2006 and 2008. Raised in excess of \$275,000.00 for the organization with both events. Established this event at Whataburger Field to increase local exposure to the event.

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Prior experience includes Customer Support and Sales for SBC and as a Realtor with Keller Williams Coastal Bend, Realty World Corpus Christi and Mitchell Lloyd Properties

### **Education**

Del Mar College  
1978-1979  
Liberal Arts Courses

University of Phoenix Online  
2004  
Business Management

### **Volunteer Work**

American Cancer Society  
Board of Directors, 2007-2008, 2009-2011  
Chairman-relay for Life Downtown Corpus Christi-2007, 2009  
South Texas Regional Council-Survivor Specialist  
Regional Trainer  
2011 Chairman Relay for Life Downtown Corpus Christi  
Relay for Life-Keller 2015  
Chairman – Relay for Life Northern Tarrant County 2016  
Texas State Aquarium  
Vice-Chairman Beach Ball-2009  
Corpus Christi Hispanic Chamber of Commerce  
Board of Directors-2006-2007  
MDA (Muscular Dystrophy Association)  
Honoree for Harbor of Hope Fundraiser