

Rodolfo (Rudy) Martinez

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President/CEO

Operations Oversight · Team Leadership & Training · Director of Marketing

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

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