

Greg Gibson  
16754 Ivy Lake Drive  
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Thank you for your interest in my resume. I am a passionate, results-driven professional with a variety of successful management and leadership positions in my background that make me a very versatile and productive team member. I am a skillful closer. My diverse skill set has been honed from a number of fulfilling educational and work experiences, in addition to a few failures that gave much insight and balance to my overall work ethic and direction. I am an aggressive competitor with effective goal-setting and achievement skills, balanced with a keen ability to communicate and address the needs and concerns of clients, vendors, staff, and employers.

In addition to my skills and abilities, I am also very proud and protective of the integrity, honesty and forthright approach I bring to every task. I believe these are the building blocks upon which any successful venture must be built.

I am currently self-employed in my own company, Tailwind Enterprises, Inc. I am a marketing consultant and graphic designer, creating complete marketing packages and strategies for private companies. My extensive resume and active portfolio is online at [www.greggibson.info](http://www.greggibson.info).

My goal is to apply my career skills in an executive management position with a company that has vision and direction, as well as the financial stability to see through the strategies we build and execute together. Adding me to your team will result in rapid and dramatic progress toward your company's vision of success!

It would be a pleasure to meet with you in the near future to discuss this position in person.

Sincerely,

A handwritten signature in black ink, appearing to read 'Greg Gibson', with a stylized, flowing script.

Greg Gibson  
Enclosure

**Gregory E. Gibson**  
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**Executive Manager**  
*Savvy Communicator, Trainer and Project Manager*

- Decisive, confident, solutions-focused and results-oriented leader with a successful background visualizing, planning, and implementing successful organizational directives.
- Highly effective in branding, increasing profit and impacting product/service recognition, productivity, and subscription through innovative leadership and implementation.
- Dynamic presenter, communicator, and trainer with keen understanding of how emotion and interpersonal relationships affect performance at all levels.
- Expert capabilities in mining, recruitment, training, and development of top performing talents.
- Highly focused on conforming to organizational missions and philosophy while constantly sourcing new opportunities and methods on which to build success.
- Able to continuously maintain pinnacle performance while tactically managing superior programs and services. Superior in the identification, analysis, and resolution of widely varying operational issues.

**Core Competencies**

<b>Sales and Marketing:</b>	Product Branding / Development, Sales Strength Evaluation, SWOT Analysis, Strategic/Tactical Planning, Media and Direct Response Coordination
<b>Operations Management:</b>	Team Recruiting, Training, Development Accountability and Expectation Management
<b>Research &amp; Development:</b>	Competitor Analysis, Marketing Strategies Policy/Procedure Development, Problem Resolution, Project Planning, and Risk Management
<b>Organizational:</b>	P&L Management, Budget Planning/Preparation Expense Reductions, and Cost Control
<b>Public/Business Relations:</b>	Seminars, Community and Industry Presentations, Contract Negotiations, Team Facilitation and Management

## **Professional Experience**

### **Tailwind Enterprises, Inc.**

President

June, 2007 – Present

Tailwind Enterprises, Inc. is a one-source solution marketing and branding organization. We create complete marketing packages and strategies for private companies. Our services range from web and print advertising to full development of corporate profiles and business images.

- Started the company with little capital and maintain profitability and growth in a highly competitive market.
- Create complex marketing strategies for companies ranging from sole proprietorships up to multi-million dollar organizations.
- Internally developed a proprietary web development package that allows rapid deployment of custom websites with dynamic personalized features without the use of a template.
- Maintain a national customer base with over 100 accounts from a single office and three employees.
- Customer retention is currently 100%, with repeat business making up 40% of our volume to date.

### **Premiere Aviation Group, LLC, Birmingham, AL**

Director of Sales and Flight Operations

July 2006 - June 2007

Spearheaded complete reconstruction of all aspects of Flight School and aircraft sales department.

- Improved aircraft and instructor revenue by incorporating online scheduling into the company website. Results were more efficient interaction between students and instructors, allowing greater utilization of available time for both aircraft and instructors. Students scheduled more frequent lessons resulting in more rapid completion of the curriculum. Aircraft were more available resulting in greater rental revenue.
- Updated aging fleet by releasing unproductive aircraft and replacing with new, state-of-the-art trainers. This attracted a higher income level of students and renters while pleasing and retaining the existing customer base. New technology in one of the added trainers allowed a curriculum expansion, offering a new product to existing students while attracting those who had been seeking this technology.
- Wrote and implemented a new student greeting and interaction procedure, resulting in 20% increase of retained students after their initial visit.
- Created a comprehensive branding program, designed and published all marketing and sales material including from-scratch creation and implementation of the company website.
- Resurrected a failing sales program by applying aggressive professional marketing and prospecting. Results went from zero productivity as a Cessna dealership to the company being on pace for the manufacturer's quota at the time of my departure.
- Created and implemented a sales commission sharing program to incentivize instructors to recruit and retain aircraft sale prospects from the student base.
- Utilized unconventional marketing and sales strategies to recruit new customers. A small kiosk in the food court at a local upscale shopping mall during Christmas helped almost double the active student population.

**EVQ, LLC, Birmingham, AL**  
Director of Media and Marketing  
May 2005 – May 2006

Directed the media and marketing to promote the eXtreme Airshow Challenge, a series of 12 air shows featuring eight pilots in subjective competition for prize money. The format combined an X-Games style airshow competition, American Idol-style judging, and a series point system similar to NASCAR.

- Designed all marketing, membership and sponsorship packages, logos, apparel, and magazine advertising. Negotiated advertising rates and frequency with local media at each event. Designed and hosted the company website, which reported over 1 million hits per month at its peak.
- Created a number of videos to promote the series, which I produced and distributed on DVD as advance advertising for each show.
- Coordinated media coverage for each event. Issued press releases, contacted news affiliates, conducted and arranged interviews and time on local TV news programs.
- Worked as assistant producer during the live shows for the television show that was being taped for ESPN, in addition to coordinating and managing the local press that came out to cover the events.

**Trillion Digital Communications, Birmingham, AL**  
General Manager  
April 2003 – May 2005

Oversaw all aspects of the company's operations in the states of Florida, Georgia, and Alabama. This included sales, marketing, construction, customer service, and maintenance of wireless Wide Area Networks for public school systems.

- Managed a staff of 10 employees and was consistently rated the highest in the company by our customers for excellence in all areas of sales, service, and operations.
- Negotiated with local government and school districts as senior contact for sales, contracting, permitting, and implementation.
- Successfully liaised with state and local government officials to develop and nurture key relationships.
- Earned recognition as the top sales region for the company two years out of three.
- Central point of responsibility for 15 wide area data networks servicing over 2 million students, teachers, and school officials. The company footprint more than doubled in the region under my direction.
- Maintained an active working knowledge of wireless WAN radio devices used, ip networking, electrical wiring, grounding, and wireless topology.
- Procured, negotiated rates for, and deployed various contractors and other resources for construction and maintenance of the networks under my care.

**Detata, Inc., Grand Junction, CO**  
National Sales Manager  
December 1996 – April 2003

Hired initially as a salesman for a company that manufactures and sells high-end custom wheels and chrome plating services to car dealerships and wholesalers in the U.S. and worldwide. Consistently held the top sales position, and was promoted to the position of National Sales Manager after two years.

- Recruited, hired, trained and maintained the sales staff of a high volume call center and sales department.
- Developed and implemented a computer-based customer tracking system for the company that revolutionized our prospecting capabilities.
- Created and launched a car dealer sales program that went from scratch to up to \$1 million dollars in sales volume each month in under two years.
- Created and oversaw all Marketing, Sales, and Inventory budgets. Additionally oversaw inventory ordering and control.
- Maintained a month-to month 30-day accounts receivable delinquency of less than 5% on a sales volume of over \$1M in monthly sales to mostly open accounts.
- Responsible for assisting in design, branding and marketing of all products.

## **Education**

**University of Alabama**  
Aerospace Engineering and Physics  
1986-1990

## **Additional Skills**

### **Commercial Pilot**

- 450+ hours in single engine aircraft, 80+ in complex/multi-engine
- Commercial License
- Instrument, Multi-Engine Rated
- AOPA Mentor

### **Computer Graphic Design, Spreadsheet and Word Processor**

- Experienced in Adobe Photoshop, Quark Xpress, Adobe Acrobat, and other development programs
- Skilled with web and e-mail hosting, HTML coding, MS FrontPage, Macromedia Dreamweaver, Adobe GoLive
- Adept in the application and use of MS Excel, MS Word, MS PowerPoint, MS Outlook, Windows XP and Vista.
- Familiar with offset / 4C-process and digital printing methods and requirements
- Extensive portfolio of completed projects (see [www.tailwindonline.com](http://www.tailwindonline.com) and [www.greggibson.info](http://www.greggibson.info) )