

Kevin M. Wortley

11009 Shady Trail • Dallas, TX 75229 • (972) 870-1212 • Kevin.Wortley@GoNavis.com

CORE SKILLS

- General Management
 - Marketing/Communications
 - Sales/Relationship Management
 - Financial Management
 - Bookkeeping/Basic Accounting
 - Strategic Planning
-

EDUCATION

Texas A&M-Commerce, Commerce, TX

Admitted spring 2012; currently attending part-time Doctor of Education program – Supervision, Curriculum & Instruction - Higher Education (2012 – present)

Southern Methodist University, Dallas, TX

Master of Business Administration – Marketing Concentration (2002 – 2004)

Southern Methodist University, Dallas, TX

Master of Art in Arts Administration (2002 – 2004)

University of Missouri, Columbia, MO

Bachelor of Journalism in Advertising (1995 - 1999)

ADJUNCT INSTRUCTOR EXPERIENCE

Texas A&M-Commerce, The Universities Center at Dallas Fall 2012
Adjunct Faculty, MGT 308 Entrepreneurial Strategy

Texas A&M-Commerce, The Universities Center at Dallas Spring 2012
Adjunct Faculty, MKT 306 Marketing Management

Texas A&M-Commerce, The Universities Center at Dallas Spring 2012
Adjunct Faculty, MGT 305 Management & Organizational Behavior

Texas A&M-Commerce, The Universities Center at Dallas Fall 2011
Adjunct Faculty, MGT 308 Entrepreneurial Strategy

Texas A&M-Commerce, The Universities Center at Dallas Spring 2011
Adjunct Faculty, MKT 306 Marketing Management

Texas A&M-Commerce, The Universities Center at Dallas Spring 2011
Adjunct Faculty, MGT 305 Management & Organizational Behavior

Texas A&M-Commerce, Online Course Fall 2010
Adjunct Faculty, MKT 306 Marketing Management

Texas A&M-Commerce, The Universities Center at Dallas Spring 2010
Adjunct Faculty, MGT 305 Management & Organizational Behavior

Texas A&M-Commerce, The Universities Center at Dallas Fall 2009
Adjunct Faculty, MGT 308 Entrepreneurial Strategy

PROFESSIONAL EXPERIENCE

Navis Pack & Ship - Dallas, TX; Houston, TX; Kansas City, KS; Fort Worth, TX 2005 - present
Owner/President/General Manager

- Own/manage four Navis Pack & Ship franchises (www.GoNavis.com/tx1062, www.GoNavis.com/ks1052, www.GoNavis.com/tx1033, and www.GoNavis.com/tx1060), each specializing in the nationwide delivery of difficult-to-ship items, including fine art, antiques, furniture, electronics, medical equipment, and other fragile, large, awkward, and high-value items
- Manage a team of 17 Navis employees, overseeing all business responsibilities, including hiring/firing, strategic planning, inside sales, outside sales, marketing/advertising, financials/bookkeeping, and warehouse operations
- Develop and maintain customer referral relationships with art galleries, interior designers, antique dealers, furniture companies, large auction houses, moving companies, estate planners, and other key referral sources
- Negotiate contractual rates and exclusive relationships with large, repeat customers, including such companies as Heritage Auction Galleries (www.HA.com), Dallas Contemporary Art Museum, King Ranch Saddle Shop, Weirs Furniture, Ashore Chandeliers, among others
- Analyze market prices and competitive information to set/adjust pricing margins
- Implement all marketing activities/expenditures, including sponsorships, pay-per-click internet advertising and organic search engine optimization, yellow pages and other print advertising, direct mail and e-mail campaigns, and other sales collateral pieces
- Attend networking events with organizations such as the Dallas and Kansas City Chamber of Commerce and the American Society of Interior Designers, among others

The Hockaday School, Dallas, TX 2004 – 2005
Interim Manager, Publicity & Operations – Fine Arts Department

- Oversaw fine arts preparations for Hockaday's 10-year accreditation
- Managed day-to-day operations of the school's fine arts venues, including scheduling and event set-ups and break-downs
- Developed a structure for the redesign of the fine arts intranet website, and began development of the site
- Planned special events for the fine arts department, including district competitions and the annual trip to the ISAS arts festival

The Advisory Board – Booker T. Washington HSPVA, Capital Campaign 2002 - 2004

Development Associate/Grant Writer

- Wrote and edited customized grant proposals
- Maintained database of proposal solicitations and submission deadlines
- Planned development events, board meetings, and other fundraising activities

Meadows Museum, Southern Methodist University

2002

Volunteer Coordinator

- Recruited, trained, scheduled and managed museum volunteers
- Managed gift shop and museum ticket sales office

Seabourn Cruise Line, Miami, FL

2000 - 2002

Assistant Cruise Director/Seabourn Herald Editor

- Scheduled, organized and hosted on board activities for guests, including a daily morning television show and evening live entertainment
- Edited and published the daily newsletter, the Seabourn Herald
- Hosted a daily invited dinner mixer for guests

SBC Communications (AT&T), Dallas, TX

1999 - 2000

Manager, Proposal Development/Technical Writing

- Developed customized sales proposals and PowerPoint presentations for large customer sales opportunities
- Led team in technology and database development of customized sales "Proposal Wizards" (for use in small- to mid-sized sales opportunities)
- Created other sales collateral materials, including flyers, brochures, and sell sheets

KRLD News Radio 1080 - News Department, Dallas, TX

1994 - 1995

Tape Editor

- Edited national news feeds into short "wraps" for on-air news updates
- Collected and scripted local financial and political news updates

Internships

- Richard Frankel Productions (Broadway Theatre Production Company, 2004)
- Dallas Theatre Center, Marketing Department (2003)
- Ackerman McQueen Advertising Agency (Dallas, TX, 1998)
- KOMU-TV Channel 8, News Department (Columbia, MO, 1995 – 1997)
- State Fair of Texas, Creative Arts Department (Dallas, TX 1993)

Awards/Accomplishments

- 2011 - #1 Navis * (President's Club; *70 franchises ranked by annual gross revenue)

- 2011 – Navis Franchisee of the Year Award (2012 IFA (International Franchise Association) Affairs Conference representative to Washington D.C. – September 2012)
- 2010 - #4 Navis * (President's Club)
- 2009 - #3 Navis * (President's Club)
- 2008 - #6 Navis *
- 2007 - #4 Navis* (President's Club)
- 2007 - Navis Franchise of the Year Award

Organizations/Leadership:

- Navis Franchise Advisory Council, elected representative (2006 – present)
- Navis Technology Committee (2011 – present)
- y@161 Board Member – Dallas Contemporary Art Museum (2010 – present)
- American Society of Interior Designers (2007 – present)
- Guild Board Member, Dallas Summer Musicals (2005 – 2007)
- Board Member, Rotunda Theatre Series (2005 – 2006)

REFERENCES

Furnished upon request