

ROBERT D. PORTER

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Marketing & Communications Professional

Dynamic Individual Offering Array Of Well Rounded Skillset In Planning & Implementing Multi-Faceted Marketing & Communications Strategies To Maximize Revenue.

Versatile and results-driven professional with extensive experience leading corporate marketing and internal communications for companies across film industries. Adept at creating digital audio-visual content across variety of platforms. Business Strategist; skilled in supervising and collaborating with all organization members to identify and capture sales opportunities, manage key accounts, and achieve business objectives. Demonstrated management skills by directing teams and introducing process improvement plans to optimize overall efficiency within company procedures.

- *Possess excellent verbal and written communication skills, including public speaking and presentations.*
- *Dedicated to achieving customer satisfaction consistently and surpassing production expectations and business growth.*

Core Competencies

- *Marketing Strategies*
- *Customer Service Excellence*
- *Astute Communication*
- *Warehouse Operations*
- *Inventory Management*
- *Vendor Engagement*
- *Lead Generation*
- *Training & Development*
- *Content Development*

Professional Experience

2021 – Present • PepsiCo, Athens, GA

Sales Representative Customer Service/Key Account Management

Provide excellent service to allocated accounts and create and maintain goodwill with all customers by communicating requirements and responding to clients' concerns. Maximize volume and revenue in key assigned accounts by using fact-based selling methods.

- Gained expertise in account management and achieved 98.6% of sales quota by executing effective selling strategies that increased revenue annually.

2014 – 2021 • Home Depot, Tucker, GA

Customer Service Specialist

Used comprehensive product knowledge while answering client queries regarding sales items and flyers to encourage quality public relations. Acted as Subject Matter Expert while training and mentoring newly hired employees, resulting in team performance and productivity amplification.

- Offered exceptional customer service by exhibiting appropriate and detailed product and service knowledge to generate repetitive business and positive outcomes.
- Guaranteed meeting customer requirements by providing order updates and cost-effectively resolving related issues.
- Played integral role as liaison between customer and manufacturer and between customer and freight carrier as required.
- Achieved scorecard requirements for productivity, schedule adherence, quality, and attendance while executing assigned tasks accurately despite large workload.
- Monitored and organized allotted area by cleaning and restocking shelves while serving as Sales Associate in garden, flooring, hardware, appliances, and lumber.

2004 – 2014 • Randstad Staffing Agency, Conyers, GA

Warehouse Associate/Forklift Operator

Adhered to established work processes while overseeing day-to-day picking, receiving, shipping, and packing operations. Delivered materials to loading, unloading, processing, and storage areas and executed preventive maintenance functions using forklifts.

- Maintained record of weight and production details on labels and tags while weighing products and materials accurately.
- Leveraged R/F scanning system equipped with LMS to pull and manage orders for shipment.
- Complied with safety procedures while lifting/pulling product from distribution racks onto pallets and assuring clean warehouse.

2012 – 2013 • Home Depot, Rome, GA

Store Associate

Maintained customer satisfaction by updating clients on purchased product delivery. Improved quality of sales and manufactured products in accordance with customer preferences, obtaining clients' loyalty, growth, retention, and positive feedback.

- Enhanced skills and knowledge of newly recruited staff members by leading and hosting on-the-job training.

2012 – 2013 • Mount Berry Square Mall, Rome, GA

Security Officer

Supervised lockdown of mall doors at closing while preventing crime and infractions inside mall and parking lot. Observed mall after hours while employees restocked and offered outstanding security and customer service. Escorted customers to cars while encouraging positive public relations with businesses.

- Alerted police and fire department via telephone and directed sounding alarms in emergencies.
- Crafted activity reports comprising routine observations, incidents, and irregular conditions.
- Managed access to main entry and exit points by identification checks and sign-in/out logs.
- Used metal detection to steer employees and vendors screening while entering and exiting property.
- Maintained daily logs of observations and incidents while leveraging CCTV and controlling crowds.

Acting Experience

Stage

King of Glory, Principal Character Civic Center, Gardener & Reid, Directors | When Sunday Comes to Co-Star Cath. of Holy Spirit – Gardener & Reid, Directors | Conviction Principal Character Green Pastures Min. Inc.-Robert Porter, Director | Slavery to Victory Multiple Principal Characters Community Theater - Reid & Odom, Director | Cain & Able Principal Community Theater – Jackie Ball, Director | Soul Food Supporting Community Theater – Jackie Ball, Director | The Wiz Principal Community Theater – Debra Mann, Director | Durang, Durang... Durang, Durang Multi. Principal Characters West GA. Theatre Com.-Amy Cuomo, Director Comedy of Errors Supporting West GA. Theatre Com- Amy Cuomo, Director | Tanning of the Shrew Sound Design West GA. Theatre Com- Amy Cuomo, Director | Long Day's Journey Night Sound Effect Community Theater-Charles Reid, Director

Film

5 Lies of Sin Principal Character Chase Production, Chase Jackson, Director

Additional Experience

Sunday School Teacher/Counselor/Security • Green Pastures Christian School, Decatur, GA

Apprenticeship WCLK • WCLK 91.9 Fm Jazz, Atlanta, GA

Security Officer/Lithia Springs • Six Flags Over Georgia, Austell GA

Exterminator Assistance • Armageddon Pest Control, Decatur, GA

Educational Background

B.A. Fine Arts in Theatre Mass Communication, Shorter University, Rome GA

B.A. Fine Arts in Theatre Mass Communication, University of West Georgia Carrollton GA (4 years of Attendance and transferred credits to Shorter University)

(V)Professional Development

Forklift Certified, Certifying Institution | Casting Director, "Auditioning" Workshop, Rhavynn Drummer | XXI Century Entertainment, Monologue Workshop, Brianne Gould & Daisy Ramos | WCLK 91.9 & Streaming Radio, Public Service Announcements, Greg Lockett-Apprentices, Voice Overs | Hogan Vocal Inc., Vocal Coaching, Mrs. Hogan

Awards & Honors

State Championship Junior. Year | 11 Alive TV & Kohl's Community Volunteer Award (For 10 Years Of Community Service)

Technical Proficiencies

Microsoft Office (Word, PowerPoint, Excel, Outlook) | Adobe Premier Pro | Pro tools