

Tom Farr

Objective	To add significant value to and find meaningful challenge within a growing enterprise.		
Experience	08/2008 – 03/2009	Dolphin Graphics	Houston, TX
	Graphic Artist, Pre-Press		
	<ul style="list-style-type: none">Created Online job tracking system for graphics departmentProvided broad range of pre-press services for customersDemonstrated proficient use of the following Industry standard software tools: InDesign, Illustrator, Acrobat, Sierra, Photoshop, CorelDraw		
	01/2008 – 08/2009	Self Employed	Houston, TX
	Hotshot Delivery Services		
<ul style="list-style-type: none">Owned and operated "Bob-Tail" Delivery truckClass AM CDL			
Experience	10/2000 – 12/2007	Unifocus	Carrollton, TX
	Graphics Manager, Software Installation Project Manager		
	<ul style="list-style-type: none">Created Impactful and compelling web and print marketing programsProvided labor efficiency analysis for national brand hotels and casinos		
Managed labor planning and reporting software installations for major chain hotels			
Experience	10/1999 – 10/2000	New Horizons	Addison, TX
	Software Applications Instructor		
	<ul style="list-style-type: none">Taught hundreds of students in classroom settingGraphics applications: Coreldraw, Quark, PagemakerMicrosoft applications: PowerPoint, Publisher, Front PageOther applications: QuickBooks, HTML, PhotoDraw, Mac and pc operating systems		
	12/1998 – 10/1999	Crown Press	Dallas, TX
Graphic Artist			
<ul style="list-style-type: none">Designed brochures, flyers, logosProduced camera ready graphics for production			

08/1998 – 08/1999 Curves for Women Carrollton, TX
Franchise Owner

03/1998 – 06/1998 Harris Methodist Hospital Fort Worth, TX
Enrollment Representative

- Marketed Health Insurance to Seniors

03/1996 – 03/1998 Harris Methodist Hospital Fort Worth, TX
Guest Services Manager

- Lead team of 3 supervisors and 70 transporters
- Facilitated continuous improvement projects
- Lead major technology upgrade of transport communication system

03/1994 – 03/1996 Papa John's Pizza Lewisville, TX
Director of Training and Marketing

- Assisted pre-opening activities and launch of 8 franchise stores
- Trained managers and assisted in supervision of stores
- Created and implemented marketing materials and programs

02/1993 – 03/1994 Service Master Fort Worth, TX
Training and Development Team

- Designed and conducted change management programs for support staff of 4 hospitals
- Produced Newsletter for support teams
- Conducted "On-Purpose" workshops for Management development program

11/1991 – 02/1993
Various Sales Positions

- See attached Detail

04/1987 – 11/1991 Units Franchise Dallas, TX
President

- Opened 4 ladies specialty clothing stores in regional Malls in Tulsa and Oklahoma City, OK
- Generated sufficient revenue to pay off \$750,000 investment in less than five years

04/1980 -04/1987 Grandy's Country Cookin' Lewisville, TX
Multi-Unit Supervisor, Training Manager

- Supervised 4 restaurants
- Lead national manager training program
- Re-engineered and re-wrote manager training program

Education	1968- 1973 ACU, UNT, University of Phoenix (1994) <ul style="list-style-type: none">▪ Art Major – Department Scholarship (one per year granted)▪ 3 years plus college credits
Accreditations	Series VII securities license, Group I insurance license, Certified to train the ON-Purpose Person seminar and Mentor program based on the book by Kevin McCarthy, trained to facilitate Continuous Improvement programs
Interests	Painting, computer graphics, internet, reading, writing, sailing, motorcycle touring
References	Papa John's Pizza- Ed Johnson (817) 430-4088 M/F Marketing (Units)- Michael Jenkins, Cpa (972) 644-3167 Unifocus- Ken Heymann, Chief Operating Officer (972) 512-5000 Whittington & Associates -Walt Whittington, President, (281) 530-0005

Tom Farr - Sales Experience

The following summary of my sales experience is divided into primary and secondary. This is because much of my career has required the same skill sets of influence, persuasion, and negotiation that are required for winning and keeping customers in any endeavor. The direct sales experience is concentrated in a 14-month period between December 1991 and January 1993. Additionally, there were Two Sales jobs during a 6-month period from March of 1998 to September of 1998.

Primary Sales Jobs

December 1991 – January 1993

- N.F.I.B.- Tulsa Oklahoma- Direct Sales of memberships to business owners.
- Multi-level Marketing- Lewisville, Texas- enrolled 35 direct representatives in a sales organization (which grew to 250) that marketed cosmetics and health improvement products.
- Group One Insurance License- Dallas, Texas- sold life insurance products
- Series VII & 63 Securities License- Fort Worth, Texas-Sold annuities stocks and mutual funds
- AT&T enrollment representative- Irving, Texas-Telephone sales for in-bound customer requests for service

May 1998 - October 1998

- Enrollment Representative (Harris Methodist Health System) - Fort Worth & Dallas – Marketed health insurance products to Seniors
- Great Western- Texas & Louisiana- Sold business brokerage service to small business owners.

Secondary Sales Experience

April 1987 – November 1991

- Units Franchisee- Heavily involved in marketing, merchandising and sales training of staff

March 1994 – March 1996

- Papa John's local 8-store franchise-Director of Training and Marketing-developed advertising and conducted manager and employee training for direct customer contact. Interacted with customers daily in fast paced retail setting

August 1998 – August 1999

- Curves for Women Franchise Owner- Developed and executed various marketing programs to build membership

October 2000 – December 2007

- Unifocus-6 months as customer service representative- High Volume telephone contact with customers
- Unifocus-3 years as Graphics Manager- working directly with CEO to develop extensive marketing collateral for web and print
- Unifocus- 3 years Software installation consultant- worked directly with hotel and casino executives and managers in the States, Puerto Rico, and Canada. I was always selling the benefits of our software and services as I provided analysis and trained staff to use our software.