

Sean Boyd

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SENIOR MANAGEMENT EXECUTIVE

Strategic-Thinker - Consumer-minded - Entrepreneurial-spirit

"Sean Boyd is a unique talent and an inspirational, no-nonsense team builder and team player."

Innovative, consummate professional with cross-industry expertise in marketing, organizational development, and project management. Proven talent in start-ups, spin-offs, turnarounds, expansions, and accelerated growth phases. Recognized for natural marketing abilities, strong business acumen, and breadth of knowledge. Combines diverse industry and functional experience with an impeccable work ethic resulting in maximizing ROI. Expert in numerous software programs including Quickbooks, MS Office, and Filemaker as well as online CRM solutions like Salesforce.com, Zoho

CORE COMPETENCIES

	Event Planning	Research & Writing	Public Relations
Project Management	CRM	Database Development	Process Improvement
Human Resources	Budget Management	Finance & Accounting	Product Positioning
E-commerce	Business Development	Marketing & Promotion	Needs Assessment

PROFESSIONAL EXPERIENCE

SI Consultant

Feb 2014 through the present

Micro-SI, Enterprise level solutions for SMBs. Integrating data, crm and financial cloud-based solutions to create workflows that increase productivity and effectiveness. We can integrate your current solutions, or suggest solutions appropriate for your firm and industry that will increase productivity and create deeper consumer relationships through automation of common tasks. Creating systems to manage relationships no longer requires a team of programmers or on-site infrastructure to build and maintain an enterprise level solution. Web based solutions make automated workflows accessible to smaller firms so they can compete in the global marketplace.

Owner

Artfarm Recording - Accord, NY

2005 through the present

Analogue and digital recording in a restored barn with housing for 12.

- Engineer, producer, audio tech, chief bottle washer

President

2010 through the present

Fanatic Records - New York, NY

Boutique record label with Caroline/UMG distribution. Artists included Fred Schneiderman (B52s), Red Wanting Blue and others. Fanatic records is profitable, in the black.

- Responsible for all operations for boutique record label with Caroline/UMG distribution
- Manage production, manufacture, promotion and sale of artist releases.
- Create Bi-annual financial reporting for artists and stakeholders

COO

Jan 2012-Jan 2014

White Stratus - New York, NY

A Google Global Partner and cloud consulting firm specializing in providing IT solutions based on Google products.

Offices in US, UK, Ireland, Australia and Japan. Responsible for creating Quickbooks accounts for each territory and an Excel based system to track consolidated accounts. Responsible for Marketing, HR, Finance and Legal departments

- Tracked revenue and expenses for 7 different offices around the globe
- Created formal HR system

- Created global ownership and financial structure
- Responsible for all contracts
- Managed Google Reseller Panel

2006 - 2011

Operations Manager

Fanatic Promotion- New York, NY

A boutique marketing firm representing 120+ entertainment clients focusing on both online and traditional media outlets

Challenged to lead organizational development initiative during high-growth period. Hire, manage, and promote 10+ marketing professionals. Partner with clients to establish budget and appropriate metrics to evaluate marketing campaign success. Purchase advertising for clients. Author quarterly market trend reports.

- Implemented organizational development initiative resulting in 50% revenue growth.
- Reduced total overhead by 20% by restructuring mail procedures, telephone systems, & staff resources.
- Redesigned team infrastructure to leverage exploding growth of online marketing opportunities.
- Spearheaded industry-wide training program attracting more than 50 industry professionals.
- Founded Fanatic Records in 2010, an independent label with EMI Label Services.

Partner, Manager

Novobatzky, SoHo Couture - New York, NY

1994 - 2003

Custom, fine apparel for women specializing in elegant, stylish, and timeless fashion

- Directed site development and grand opening of new custom store featuring evening and business wear for women. Responsible for marketing initiatives, public relations and customer relationship management (CRM). Coordinated complete wardrobes for numerous high-end clients and celebrities.
- Created customer base of 5000 in first 2 years.
- Developed a customer database to track vital information such as measurements and color palettes.
- Secured notable press in respected media outlets such as New York Magazine and the NY Times.
- Negotiated lines of credit with suppliers.

ADDITIONAL PROFESSIONAL EXPERIENCE INCLUDES:

Partner, Manager - Grove Restaurant, New York, NY

- Launched a 120-seat, French country dining establishment that grew into a \$2 million operation.
- Supervised 40+ employees in building and maintaining a loyal clientele.
- Handled marketing, special events, public relations, and financial management of firm.

Owner, Operator - Reasonable Resources, New York, NY

- Created corporate communications for clients' internal and external stakeholders.
- Collaborated with clients in effectively communicating to their target markets.
- Designed layout for brochures, newsletters, direct mailings.
- Wrote and edited copy for each communications piece.

Independent Consultant - Marketing/Sales/Operations, New York, NY

- Consulted small firms with fewer than 25 employees in a variety of industries.

- Key clients included Dharma Boutique, Enigmedia, Audio Force, and On the Road to Classic.
- Audited businesses and developed appropriate process improvement plans.
- Prepared marketing and communication plans and built e-commerce websites for clients.

Managing Member - This Is It, New York, NY

- Created a successful touring band with revenues of \$400,000 per year
- Responsible for communicating with 3000 press contacts and 200 radio stations
- Hired and trained staff
- Guitar and vocals
- Negotiated all contracts

EDUCATION

Bachelor of Science, Business (Marketing/Accounting Coursework) - Excelsior College - Albany, NY
Bronx High School of Science

ADDITIONAL SKILLS

Layout and design, public speaking, audio production, event planning, lighting and rigging, ballroom dancing, carpentry, play numerous musical instruments, musical composition, fiction writing, computer repair, heavy machinery operation, acoustic design, green building and technology, social networking strategies, skills and love of mining data and acquiring and analyzing statistics.