

## **Shilo C. Case**

1886 E. Hickory Ridge Court, Draper, Utah 84020 • t: 801-568-9332 c: 801-891-9754 • email: shilocase@gmail.com

### **Professional Summary**

Fourteen years of professional experience. Described as a conducting implementer; someone who directs the course for getting projects accomplished such as those related to:

- Sales & Marketing
- Project Management
- Graphic Design
- Business Development
- Event Graphic Production
- Research & Development
- Proposal Development
- Design Management
- Network Administration

Characterized as a dynamic, industrious, and versatile working in such industries as:

- Architectural-engineering
- Olympic Winter Games
- Startups
- Construction Management
- Staffing Services
- Fortune 500
- Telecommunications
- Medical Devices
- High-profile events

### **Past Experience:**

Allana Buick & Bers, Inc. – Marketing Director, Palo Alto, CA – 07/2007 - Present

Allana Buick & Bers is a quickly growing architectural-engineering firm. Responsibilities include the direction, development and implementation of:

- Marketing Plan
- Corporate Sales Collateral
- CRM (Deltek) System
- Marketing Budget
- Corporate Branding
- Marketing Communications
- Corporate Website
- Corporate Proposals

Select accomplishment includes being an integral team member in developing the winning proposal for a \$5M consulting piece of the new Disney Vacation Club in Hawaii, an estimated \$300M project.

MyTelecomGuru, Inc. – Vice President, Salt Lake City, UT - 04/2007 – Present

Started MyTelecomGuru.com to provide telecommunications services and products through downloadable media, a blog, and a forum to support residential and small business consumers. Responsibilities include:

- Company Direction
- Marketing
- Product Development
- Business Development
- Company Management
- Technical Development

Turner Telecommunications, Inc. - VP Sales, Marketing & Business Development, Salt Lake City, UT - 05/1996 – 5/2007

Turner Telecommunications is a cost-management solutions consulting firm. Responsibility include the expansion and implementation of Sales, Marketing, and Business Development strategies through:

- Outside Sales
- Branding
- Corporate Business Plan
- Design & Advertising
- Collateral & Proposals
- Contract Negotiation
- CRM
- Corporate Website
- Consulting

Accomplishments include streamlining auditing process to allow the company to take on more contracts and clients and not be under-resourced; therefore keeping personnel requirements to a minimum.

The Shaw Group, Inc. (Fortune 500 Company) – Marketing Proposal Manager, Midvale, UT ~ 01/2003 – 02/2005

Accomplished member of the construction management division of The Shaw Group. Responsibilities include providing, developing, and managing:

- Detailed RFP Analyses
- Information Management
- Project Descriptions Database
- Detailed Proposals
- Technical Writing
- Proposal Development Process
- Digital Presentations

Accomplishments include developing winning proposals in excess of \$600 million in government contracts for agencies such as the U.S. Air Force, Federal Law Enforcement Training Center (FLETC), and the U.S. Army.

Mitt Romney Inaugural Ball - Installation Project Manager, Boston, MA ~ 12/2002 - 01/2003

Provide installation management of staging and design elements for Governor Mitt Romney's Inaugural Ball and all events leading up to it at venues such as the Massachusetts State Capital and Boston World Trade Center. Tasks include:

- Venue Installation Coordination
- Union Team Coordination
- Installation Supervision

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### Salt Lake 2002 Olympic Winter Games - Sr. Installation Manager, Salt Lake City, UT ~ 12/1999 - 04/2002

Cornerstone member of the Look of the Games department, the exclusive team who designed and implemented the branding of the 2002 Olympic Winter Games. I developed, managed, and implemented \$6M of a \$21M budget covering 15 competition and non-competition venues. Budget was implemented throughout a short 6-month period immediately prior to the Games. Responsibilities include:

- Team Leadership
- Enforcing Specifications
- Managing Vendor Agreements
- Venue Remediation
- Developing Construction Details
- Enforcing Graphic Standards
- Preparing RFPs & Specifications
- De-installation Supervision
- Scheduling & Planning
- Evaluating Vendor Agreements
- Field Monitoring & Inspections

Select accomplishment includes supervising the production and installation of the, first-ever in Utah, “Building Wrap” hung (72’wX162’h) on the side of a 30-story building. This was the test project that segued into the “Downtown Cityscape Project,” which included 15 building wraps installed on building throughout downtown Salt Lake City during the Games.

### SOS Staffing Services, Inc - Marketing Project Manager, Salt Lake City, UT ~ 07/1997 - 12/1999

Supporting member in establishing a marketing department for one of the largest staffing services in the Western United States. Marketing tasks include:

- Sales Collateral Design
- Tradeshow Coordination
- NSAI-ISO 9002 Lead Auditor
- Graphic Production Coordination
- Plan & Budget Development
- Advertisement Design
- Enforce Graphic Standards

Select accomplishment includes the establishing the marketing department while demonstrating how SOS could save tens of thousands of dollars each month by performing outsourced design agency projects.

### Bausch & Lomb, Inc. (Fortune 500 Company) - Marketing Asst. to VP/ R&D / Network Admin. Salt Lake City, UT ~ 05/1993 - 07/1997

Part of an exclusive team at ORBTEK (startup acquired Bausch & Lomb) who invented a revolutionary medical device (The ORBSCAN) that scanned the cornea with slits of light and derived a three-dimensional topographic map for ophthalmologists to properly plan corrective surgery such as LASIK. Simultaneously performed:

- Marketing Assistant
- Trade Show Coordination
- Sales Collateral Development
- Research & Development
- Product Calibration Device
- Product Development
- Network Administration
- Build TCP/IP Network
- Build POP3 Mail System

Select accomplishment includes designing, engineering, and producing an acrylic replication of the human cornea (model of the anterior chamber – MAC) for verifying the cutting edge technology of the revolutionary ORBSCAN device. MAC proved the technology and became a standard item shipped with each ORBSCAN as part of the calibration process.

### Formal Education:

Degree	Discipline	School	City, State
Bachelor of Science	Architecture	University of Utah	Salt Lake City, Utah
Certificate	Urban Planning	University of Utah	Salt Lake City, Utah
Associates of Science	Graphic Arts/Design	Dixie College	St. George, Utah

### Software Skills:

Has a very high degree of computer skills including complete fluency and over 14 years experience in Macintosh and Windows operating systems, industry standard office applications (MS Office), and industry standard graphic design and website development software (Adobe). Also includes knowledge and familiarity of HTML and PHP coding.

### Portfolio:

Digital Portfolio demonstrating a brief selection of work is available to download at: <http://www.shilocase.com>