ANTHONY CALDERON

[redacted]

Education / U.S. Service

UNIVERSITY OF PORTLAND (PORTLAND, OR) 1993

B.S. Communications Management/Marketing Represented the Minorities Counsel in marketing

US NAVY (San Diego) 1983-1987 Served in Intelligence Division

Knowledge and Abilities:
Hands-on leader and marketing professional with exceptional inter-personal communications and writing skills; contagious outgoing personality; ability to develop and maintain corporate and individual relationships; advanced knowledge of business / marketing strategies, advertising and public relations, including research, planning, graphic/layout skills, writing, creative direction, production and media; 15 years in facility / event management and promotion; strong negotiation and client management skills; in-depth understanding of profit-ability, and the development of strategic plans to enhance current and new business development; proven ability to coach train and develop staff at all levels; solid understanding and practical use in business management and financial planning; proficient in Microsoft Office.

EDUCATIONAL FOUNDATION SUPPORT NETWORK, LLC.
(PHOENIX, AZ) 2005 ~ Current

Executive Director / VP Business Development

Focus on education, health/wellness and travel.

- *Executive Director:* Developed concept in marketing / promotion in the development / execution of various funding channels.
- *COO: Day to day operations.* Responsible for the development and implementation of company brand and mission. Developed key relationships with local businesses and organizations; created external marketing communication programs and community outreach programs.

BLACKBOARD MEDIA GROUP, INC. and
ON TIME PUBLICATIONS, INC. (PORTLAND, OR) 1996 ~ 2005

President / Director of Marketing

Focus on brand strategy and commercializing company products & services.

- *Founder:* Conceptualized and fine-tuned our products. Raised capital, recruited local and national corporate talent; and established a niche in the Real Estate, Promotional and Generation X and Y markets.
- *CEO:* Manage media relations, distribution and logistical networks, and financial planning. Foster relationships with corporate managers, community groups and student organizations, while serving as liaison to national corporations.
- *VP PR/Marketing:* Hire, coach and supervise local and national sales staff. Develop market concepts, strategies and promotions while providing input for clientele through analysis of consumer trends. Created the most aggressive college promotion in Tommy Hilfiger (2001) and Wal Mart (2002) history with ad sales exceeding $7 million. Developed marketing / advertising promotions for the real estate and promotional industries,
- *Publisher:* Establish content and look of product lines; travel extensively throughout the US and Asia negotiating prices / contracts while establishing key relationships within the print industry. Authored training and educational materials for high school athletes, coaches and parents.

UCLA (WESTWOOD, CA) 1995 ~ 1997

Elite Women's Gymnastics Coach

UCLA Gymnastics enjoyed its most successful back-to-back seasons in school history; implemented marketing programs that increased campus, community and national exposure. Spearheaded corporate fundraising and volunteer efforts; developed training programs for world class athletes.

- Represented marketing and communications for UCLA Gymnastics – increasing competition revenue by 63%
- Recruited national and foreign athletes, including US and International Olympians
- 1995-1996 season: UCLA's highest ranking to date – 2nd at Nationals
- 1996-1997 season: UCLA's first National Title

OREGON GYMNASTICS ACADEMY (PORTLAND, OR) 1991 ~ 1995

Facilities Director / Head Coach

Managed day-to-day non-profit operations and the development of national level competitive team and coaching staff. Coordinated efforts between executive board, staff and parents to develop fundraising efforts raising more than $300,000 annually. Increased enrollment by and profits by 45% through innovated marketing and training programs.

- National Trainer / Speaker on revolving circuit , including
  - Elite training / motivation techniques
  - Business development / marketing
  - Profitable preschool