

BILLY REYNOLDS, MBA

(423) 883-9422

www.BillyReynoldsTN.com

billy@BillyReynoldsTN.com

EXECUTIVE & BUSINESS ADMINISTRATOR

Strategy & Planning ♦ Computer Expert ♦ Meeting Management
Marketing Specialist ♦ Proven Leadership ♦ Physician Education
Project Manager ♦ Creative Background ♦ Budgets & Grants

EDUCATION **Master of Business Administration** Dec 2011
University of Tennessee at Chattanooga 3.81 g.p.a. Chattanooga, TN

Bachelor of Arts, Graphic Design Apr 2005
Florida Southern College magna cum laude, 3.75 g.p.a. Lakeland, FL

PROFESSIONAL EXPERIENCE **Director of Continuing Medical Education, statewide** Jan 2012 - **Present**
University of Tennessee Health Science Center Chattanooga, TN

- **Directly responsible for 1,000 hours of physician education each year to 15,000 attendees.**
- Approve another 900 hours with 6,000 attendees for the other 2 campuses each year.
- **Attract and educate physicians from competing institutions** throughout the community.
- **Administer regional annual meetings with up to 4 days of education, 30 physician speakers, 200 attendees, \$220k in revenues, and multiple educational grants.**
- **Responsible for hundreds of contracts with physicians & health care organizations.**
- **\$80k+ in educational grants administered, free from commercial bias.**
- Administer operations for \$120k/yr in accounts receivable and \$100k/yr in accounts payable.
- **Printed mailings to 17k physicians, website management, and the Dean's Office newsletter.**
- Responsible for **maintaining Accreditation with Commendation for all 3 campuses.**
- Serve on **multiple planning committees** for teleconferencing and annual CME meetings.
- **Speaker for training sessions to 15 coordinators of physician education meetings.**
- **Interview, hire & train staff and volunteers.** Evaluate employee performance.

Financial Analyst, intern Aug 2011 – Dec 2011
Memorial Health Care System Chattanooga, TN

- **Responsible for monthly financial reports for 10 oncology cost centers, \$4.2M in revenues.**
- Review monthly performance with top executives and **develop plans to minimize variances.**
- Reduced errors in the financial reports by 27% by optimizing the data entry process.
- **Prepare grant applications** for continuing education efforts for several oncology cost centers.
- Attended 70 administrative meetings including 40 tumor conferences.

Project Manager Oct 2008 - Aug 2011
Prerogative Marketing Services Chattanooga, TN

- **Consult with clients, clarify their marketing objectives, and draft contracts for services.**
- **4,100 hours planning and managing 260 projects** relating to branding, marketing planning, marketing tool creation, website development, & graphic design.
- **Created and developed hundreds of business marketing tools** including websites, white papers, brand guides, slideshow presentations & printed business materials.
- More than \$140K in services acquired and fulfilled single-handedly.
- Administer various tasks across multiple initiatives. Managed accounts receivable.

Director of Marketing Mar 2007 - Oct 2008
Turning Leaf Custom Homes Largo, FL

- **Responsible for sales tools, website development, and architectural drafting program.**
- Catalogued 30+ home models with specifications on the website and in marketing materials.
- Pioneered an in-house architectural drafting program for marketing and sales purposes that **reduced marketing costs by \$28K/year.**
- Integrated marketing objectives with other department goals.

Continued...

Creative Director Jul 2005 - Mar 2007
Digitech Graphics Group Lakeland, FL

- **Consulted with dozens of small- & medium-size organizations.** Identified mktg objectives.
- Responsible for the marketing message and production of hundreds of marketing initiatives including vehicle graphics/wraps, trade show displays, signage, and brochures.
- **Created and developed hundreds of advertising concepts and designs.**
- Responsible for the company website, office signage, brochures & postcards.

Administrative Assistant Sept 2001 - Apr 2005
Florida Southern College Lakeland, FL

- Facilitate a professor in teaching computer graphics II students to use the Adobe Creative Suite.
- Attendant in the computer graphics lab. Gallery assistant in the Melvin Fine Arts Gallery.

GRADUATE RESEARCH PROJECTS

Volkswagen Group of America - 20-week project Dec 2009 - Apr 2010

- Benchmarked the marketing efforts of auto manufacturing plants in the southeast U.S.
- Created a marketing campaign proposal for the Chattanooga VW plant. **Presented campaign concepts to German VW executives** alongside 4 groups of executive MBA's.

Miller Industries - 16-week project January 2010 - April 2010

- **Researched the market size, freight costs, demographics, etc** for expanding distribution or manufacturing operations internationally into Germany, Mexico & Brazil.
- Analyzed the feasibility of entering these markets. Reported to top executives.

TECHNICAL SKILLS & SOFTWARE

- Business planning & administration – **adept with Microsoft Office professional**
- **Computer & digital media expert** – Desktop publishing, slideshows, website mgmt.
- **Desktop publishing & graphic design** – Adobe Creative Suite design premium, Quark
- **Websites & programming** – HTML, CSS, Javascript, JQuery & Flash animation
- **Presentations** – Microsoft Powerpoint and multiple-page PDF's
- Architectural/3D Modeling – Cinema 4D
- Adept in both Windows and Apple operating systems

AWARDS & HONORS

- **Graduate Assistantship award** – *University of Tennessee* 2010
- Golden Key International Honour Society – Invitation 2010-2011
- Graduated with honors, **magna cum laude** – *Florida Southern College* 2005
- **President's Scholar** (4.0 gpa), 3 semesters – *Florida Southern College* 2002-2005
- **Scholarships for Academics** – *Florida Southern College* 2002-2005
- **3 awards** at college art exhibits for Artistic Ability – *Fl. Southern College* 2002, 2005
- Honor Societies – Phi Eta Sigma, Sertoma Int'l Community Service Org. 2002
- Dean's List, 5 semesters – *Florida Southern College* 2001-2005
- **Scholarships for Community Service** – *Florida Southern College* 2001-2005
- Scholarships for Artistic Ability – *Florida Southern College* 2001-2005
- **11 community awards/honors** for Artistic Ability – museums, associations 2001-2005

COLLEGIATE & COMMUNITY INVOLVEMENT

- **Résumé consulting** – for fellow MBAs, colleagues, students and friends 2011-present
- Graduate **Assistantship** – *University of Tennessee at Chattanooga* 2010-2011
- **Senator** – *Student Government Association* 2004-2005
- Managing Editor – *Cantilever's Journal of Arts* 2004-2005
- **Creative Director** – *AdFed*, college chapter 2001-2002
- 350 hours of **community service** – GED tutor, served food to homeless 2001-2005
- YMCA adult league sports – soccer, volleyball 2008-2011