

# Ken Robinson

## **Experienced Sales , Marketing and Client retention professional**

Daytona Beach, FL 32117

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+1 480 710 9242

Experienced Sales , closer , Marketing , customer service and Client Retention Professional with over 20 years telemarketing, call center , inside sales including b2b, b2c , upsell , sponsorship , partnership , event promotion , connecting and consulting on sports, business and Entertainment development projects for 15 years . Entrepreneurial mindset , creative outside the box thinker and team player , goals driven, multi tasker

Connect Collaborate Strategize Activate  
Sports Business Partnerships

Business Development Consultant - The CreeActive Group

Willing to relocate: Anywhere  
Authorized to work in the US for any employer

## Work Experience

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### **National Pro Scout, Pre Evaluation**

Football Xchange

March 2012 to Present

research and compilation, Film Evaluation, New Client Prospect, developing and formulating strategic game plans for pro football prospects on multiple levels

### **Founder**

Inter-NATIONAL FOOTBALL SCOUTING

November 2005 to Present

Euro league /team consultant and player recruiter. Also assist individual players with consultation , communications, cultural transitioning , evaluation and virtually all aspects of player placement and advisement when necessary

### **Health/Life Insurance Agent**

Spring Venture Group - Phoenix, AZ

May 2021 to January 2022

Medicare sales

### **Retention Specialist**

Circulation Technicians - Phoenix, AZ

December 2020 to November 2021

Retention specialist for Advance Publication national news media accounts in several markets in PA, OH, MI, AL, OR .

## **Customer Service Representative**

Inktel Contact Center Solutions - Orlando, FL

September 2020 to December 2020

Customer Service Representative for Walmart national account .

Moved back to Arizona December 2020

Inktel Contact Center Solutions LLC is a leading business process outsourcer specializing in contact center services. Inktel provides Contact Center Solutions to many Fortune 500 companies, federal/ state/ local government agencies, not-for-profit agencies and other leading organizations. The rapidly growing organization has received multiple awards and recognition including a "101 Best & Brightest Company to Work For" in the nation (National Association of Business Resources), the "Best Place to Work" in South Florida for three years in a row (South Florida Business Journal) and one of Florida Trend's "Best Company to Work For" in the state of Florida! Inktel has operations nationally, including offices in Miami, Chicago, Dallas, New York City and Ft. Lauderdale, among other cities. Company news and background information are available at [www.inktel.com](http://www.inktel.com) or call 1.888.4.INKTEL.

## **Retention Specialist**

Empereon Constar - Phoenix, AZ

March 2020 to July 2020

Worked several campaigns Outsourcing in telecommunications and financial services industries including AT&T , DirecTV , Synchrony Financial and Spectrum sales and retention accounts . Familiar with OMS , RIO , AVAYA software .

Unexpectedly moved to Florida mid July 2020

## **Sales Retention Specialist**

Circulation Technicians - Phoenix, AZ

February 2017 to February 2020

Print and digital news media subscription sales . Advance News Group , Southern California News Group , Gatehouse Media Retention agent

## **Sports Business Development & Referral Marketing**

The CreeActive Group

August 2014 to January 2017

Let us open "doors" to our contacts in Travel, Tourism, and Hospitality around the Globe. Founder "Cree" Crawford has developed an extensive network of professional decision makers in Tour Operations, Hotel Management/Sales/Marketing, OTA's (On-line Travel Agencies ie. Expedia, Orbitz, Travelocity, Priceline, BookIt, Sabre, and many others. "CreeActive" Group, LLC has direct access to every US destination's DMO/ CVB (Destination Marketing Organization / Convention Visitor Bureau). Ongoing communication with major

Travel organizations like Brand USA (The US Government's travel marketing arm) , US Travel, and more. All major travel shows are attended and represented including: IPW and specialty niche markets like: IAGTO: International Association of Golf Travel Operators.(Over 200+ Golf Tour operators and hundreds of Golf course operations from around the World). Need US destination support? Need a contact in foreign

"In-Bound" or "Out-Bound" Tour Operations, a Major "Flag" hotel or a "Boutique Property".. We have strong DIRECT contacts in: Canada, UK, Ireland, Australia, Germany, France, Scandinavia, Russia,

Indonesia, Japan, or China? Our network is open and at your disposal

### **Marketing Assistant**

Pro Pharma Sales - St. Louis, MO

August 2016 to November 2016

High school football marketing initiative for Head and Shoulders / Old Spice

### **Director of Marketing and Sales**

Pips Coaching & Consulting

January 2012 to January 2016

Assistant coordinator for group events & Organizational sponsorship web design and management.

Designed original website, content creator for site , camp., social media and email marketing platforms.

Online marketing & social media oversight

Connecting Sponsors for our client /partners at PIPS Coaching & Consulting

www.pipsconsulting.com current PIPS partners with sponsorship opptys include the Texas HS Coaches Association & Texas HS Coaches Education Foundation www.thscef.com

1 recommendation available upon request

### **Connector**

JSK Partners of New York Jstreicher - New York, NY

August 2013 to August 2014

Qualified accredited investors with pre existing relationship for potential investment consideration in wealth generators and catalytic converters platinum investment holdings .

Investment Management www.jsk-partners.com JSK Partners has moved to J.Streicher Wealth

Management <http://www.jstreicherglobal.com/> A Century of Evolution, Adaptation and Performance" In 1910 our founder, Joseph Streicher, formed the first J. Streicher corporate entity "J. Streicher & Co." which still operates today as the oldest Designated Market Maker ("DMM") unit on the floor of the New York Stock Exchange ("NYSE"). From the very beginning, both J. Streicher and the entire Streicher family have been firm believers in the importance of asset diversification, the need for intelligent, disciplined investing which is shared through the value and confidence we provide to our clients. These core beliefs are dutifully

carried on by our wealth management team. <http://www.jstreicherwealth.com/about>

### **Associate Producer-Marketing**

Investor funding Sponsorship Research

2011 to 2014

DIE FOR FIRST DOWN - LIVE TO GET BACK UP! FULL-CONTACT - The Movie is a heart-warming story about struggle and survival set in the high dollar world of professional football. One played from the heart, the other for the glory. When pro football's most feared defensive end shatters the career of the league's

best quarterback, only the power of one dream can lift them back to triumph!

1 recommendation available upon request

### **National Pro Scout**

Pro Scouting Bureau - National scouting AZ, MS, FLA HQ

2009 to 2012

Scouting , Combine -workouts, Evaluations, Consultations, Pro Timing Days

### **Pro Personnel Director**

Indoor Football Scouting Bureau

October 2005 to 2012

Recruiting Player Personnel, Scouting Reports, Evaluating senior college prospects free agent player and team consultation, Pro player Marketing and pro team player personnel & recruiting  
2 recommendations available upon request

### **Membership Sales Representative**

Gold's Gym - Mesa, AZ

September 1999 to March 2009

Inside sales position. Responsible for maintaining existing customer relationships and providing consultative

assistance in the selection of health club memberships, personal training & nutrition consultation. Prospect and close new customers in regards to health club memberships & personal training sessions. Achieving

targets and sales quotas consistently Member retention. Discussed importance of Health & Fitness goals and maintaining fitness

### **Scout. Personnel Coordinator**

Indoor Football Scouting Bureau

November 2007 to March 2008

in the Western Region of the U.S. Duties

included interviewing college coaches to Responsible for conducting nationwide telephone interviews with sports agents Recruiting and qualifying pro football players for team allocation draft Film Evaluation of

prospective pro football players for AAFL player draft rankings Responsible for scouting western regional senior college prospects. Duties included researching player data, categorizing and developing scouting reports Interviewed prospective draft prospects for invitation to private team workouts and mini-camps Helped organize , implement and evaluate prospects at Team Texas' western area workouts

### **U.S College Scout**

Ottawa Renegades at Canadian Football League

June 2005 to April 2006

Player Research, Film Evaluation, NFL training camp prospect reports on players with 1-3 yrs NFL experience, Regional College Player Reports, team workout coordinator

### **Investment Research & Client Relations**

Millennium Capital Hedge Fund

August 2002 to October 2004

Responsible for maintaining and developing new client accounts for a hedge fund company and providing consultative assistance in the investment strategy of writing covered call options. Personally rose over \$1,000,000 in new client accounts. Assisted in marketing , evaluation and distribution of executive summary

materials to new & existing clients. Prospect and close new investor accounts in regards to investment vehicle of writing covered call options. Performed market research surveys amongst client base to seek feedback on sales techniques, follow-up methods and quality of after sales service Successful account

retention record of 95%

### **Membership Sales & Fitness Consultant**

Q the Sports Club - Tempe, AZ

March 1995 to September 1999

Inside sales position. Responsible for maintaining existing customer relationships and providing consultative

assistance in the selection of health club memberships, personal training & nutrition consultation.

Employee of the Month , May 1995. Implementation of telemarketing department to provide more qualified

prospects for inside sales representatives. Prospect and close new prospects. Achieving targets and sales quotas consistently Member retention. Discussed importance of health & fitness goals and clubs concept of a

partnership for a healthy

### **Assistant Football Coach- Tight ends**

Marcos De Niza High School- - Tempe, AZ

March 1993 to December 1993

Assisted with offensive coaching duties with specific on tight ends , blocking, receiving and passing game in pro set .

### **Regional Recruiting Representative**

College Prospects of America, Inc

1991 to 1993

Provide targeted, professional marketing services to maximize your exposure to hundreds of college coaches across the country. Our goal is to help student-athletes pursue the dream of playing sports in college while getting the best education available. [www.WeSCOUTathletes.com](http://www.WeSCOUTathletes.com)

### **Assistant Football Coach**

Bound Brook High School - Bound Brook, NJ

August 1991 to December 1992

Assistant Football Coach - Offense- associate play calling- scout team coordinator- advanced game scouting

## **Education**

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### **None in Coaching**

United States Sports Academy

2005 to 2005

### **Associate's in Business**

Mesa Community College - Mesa, AZ

January 1993 to November 1993

### **Associate's in Marketing**

Raritan Valley Community College - North Branch, NJ

August 1990 to December 1992

## High School Diploma

Bound Brook High School - Bound Brook, NJ  
1986 to 1990

## Skills

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- microsoft office (10+ years)
- powerpoint (5 years)
- adobe (7 years)
- Salesforce (3 years)
- Sales (10+ years)
- Marketing (10+ years)
- Customer Service (10+ years)
- Customer Relationship Management (7 years)
- Sponsorship sales (5 years)
- Connecting sports business Partnerships (3 years)
- Event Marketing (7 years)
- Telemarketing (10+ years)
- Call Center (10+ years)
- Customer Retention (7 years)
- Customer Acquisition (5 years)
- B2B Sales
- Business Development (8 years)
- Sports Marketing (10+ years)
- Recruiting (8 years)
- Branding (4 years)
- Technical Support
- English
- Direct Sales (8 years)
- Sales Experience (10+ years)
- CRM Software
- HubSpot
- Google Docs
- Financial Services
- Zendesk (1 year)
- Customer Service (10+ years)
- Customer Support (10+ years)
- Customer Service (10+ years)
- Retention (5 years)
- CRM (7 years)

- Microsoft Excel
- Help Desk
- Microsoft Word
- ACH
- Software Troubleshooting
- Phone etiquette
- Telecommunication
- Inside Sales
- Web Design (2 years)
- Front desk
- Market Research
- Avaya (1 year)
- HubSpot (5 years)
- Email Marketing
- Sales Management (5 years)
- B2B sales (4 years)
- Direct sales (8 years)
- Event marketing (4 years)
- Telemarketing (10+ years)
- Business development representative (7 years)
- Account management (5 years)
- Customer retention (7 years)
- Upselling (8 years)
- Web design (2 years)
- Salesforce (2 years)
- Avaya (2 years)
- Inside sales (8 years)
- Sports coaching (3 years)
- Talent evaluation (4 years)
- Pro football scouting (8 years)
- Fitness club membership sales (9 years)
- Sports sponsorship sales (3 years)
- Insurance sales
- Microsoft Outlook

## Links

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<https://www.Preps2Pro.com>

## Awards

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### **High School All Conference**

December 1990

Honorable mention All Conference 1990- Tight End

### **NJSIAA H.S scholastic**

December 1990

NJSIAA Academic Award 1990 season

## Certifications and Licenses

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### **Insurance Producer License**

## Assessments

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### **Customer Focus & Orientation — Highly Proficient**

February 2020

Measures a candidate's ability to respond to customer situations with sensitivity.

Full results: [Highly Proficient](#)

### **Call Center Customer Service — Proficient**

February 2020

Applying customer service skills in a call center setting.

Full results: [Proficient](#)

### **Verbal Communication — Expert**

August 2020

Speaking clearly, correctly, and concisely

Full results: [Expert](#)

### **Attention to detail — Proficient**

April 2021

Identifying differences in materials, following instructions, and detecting details among distracting information

Full results: [Proficient](#)

### **Customer focus & orientation — Highly Proficient**

August 2020

Responding to customer situations with sensitivity

Full results: [Highly Proficient](#)

### **Sales skills — Highly Proficient**

December 2020

Influencing and negotiating with customers



Full results: [Highly Proficient](#)

## **Technical support: Customer situations — Familiar**

August 2020

Responding to technical support situations with sensitivity

Full results: [Familiar](#)

Indeed Assessments provides skills tests that are not indicative of a license or certification, or continued development in any professional field.

## Additional Information

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- Academic IQ Testing
- Score:129

StanfordBinet May 1st.2014

Test Result ken robinson.

Age 42 Your IQ is: 129

Standard Deviation (SD): 15

Your age adjusted IQ score is 129 and the average score for all test takers is 98.4. Your Grade \*\*  
Superior

- Well done! Your performance on the test was well above the population average which means that you

have the ability to achieve success in life. Typically, people with scores in this range can see logic in their

surroundings and perform very well academically. You like to conceptualize ideas and gather your own information which means that you have the brains to go far. You should be able to handle all academic challenges and if you think of intelligence as an ability to adapt adequately to new situations then you are

heading in the right direction. IQ Chart

- Skills & Expertise

Salary Negotiation

Customer service

Customer Retention

Developing Client Relationships

Sponsorship sales

Connecting Partnerships

Identifying synergy

Event promotion

Advertising

Sales

Recruiting

Market Research

Negotiation

Microsoft Office

Power point  
Sales force  
Adobe  
Excel