

RESUME OF  
**DONALD NEAL MARZELLA**

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**CAREER OBJECTIVE:** Seeking a "career" professional position in sales, marketing or business development, where my education, career experience, creativity, enthusiasm, maturity, contacts and successful sales track record will be utilized to exceed both established company and personal goals, and significantly contribute towards corporate profitability.

## CAREER HISTORY

**ACCOUNT MANAGER—CONSTRUCTION SALES: PRODUCTS & SERVICES.** **07/07 to 11/09**

McGRAW-HILL CONSTRUCTION/DODGE of New York, New York.

- 1 Was hired to sell print and on-line advertising for *South Central Construction Magazine* in the states of Alabama & Tennessee within the McGraw-Hill Construction Regional Publication Group.
- 2 After just five months of the job, was promoted to Major Accounts Manager with additional sales responsibility in the company's Dodge Network sales division.
- 3 Clients included architects, engineers, general contractors, subcontractors and industry suppliers/vendors.
- 4 Immediately became an integral member of many industry trade organizations including Associated Builders and Contractors, Inc. of Alabama (ABC), Associated General Contractors of America, Inc. (AGC), American Subcontractors Association of Alabama (ASA), American Institute of Architects Birmingham Chapter (AIA) and the Society of Marketing Professionals Services Alabama (SMPS).

**SYSTEMS CONSULTANT—LONG-TERM CARE SALES.**

**09/06 to 04/07**

OPUS MEDICATION SYSTEMS, INC. of Omaha, Nebraska.

- 1 Was responsible for the developing, servicing, managing and growth of a poorly-worked and under-producing territory in Alabama, northwest Florida and southern Tennessee.
- 2 Recorded an increase in sales of well over 100% from the same time period the prior year and opened an incredible number of new accounts.
- 3 Established new relationships with vital "pharmacy partners" throughout the territory.
- 4 Clients included assisted living facilities, Alzheimer communities, skilled nursing homes and pharmacies.
- 5 Received a "Certificate of Achievement" in recognition of completion of the "OPUS Systems Consultant Training" course.

**TERRITORY SALES MANAGER—MEDICAL /OPTICAL SALES.**

**12/91 to 08/06**

RODENSTOCK NORTH AMERICA, INC. of Lockbourne, Ohio.

- 1 Was responsible for the developing, servicing, managing and growth of what was once a \$14,586 per year territory into a \$700,000 per year territory...an *incredible* 4800% increase in sales!
- 2 Took an undeveloped and poorly-worked territory and quickly developed it into what was annually the number one, two or three territory out of a total of 45 territories throughout the country.

- 3 Clients included ophthalmologists, optometrists and opticians.
- 4 Among the products I sold were frames, lenses, optical software and ophthalmic & optometric instruments under the brand names of both Rodentstock and WECO. Among these instruments were slit lamps, pupilometers, retinoscopes, keratometers and refracting units.
- 5 Was a six-time member of the *prestigious* “President’s Club”, once holding the title of “Territory Sales Manager of the Year.”
- 6 *Frequent* “winner” of both regional and national sales contests and one of only seven T.S.M.’s invited to Germany as a *personal* guest of CEO Randolph Rodenstock in 1999 in recognition of “*career performance.*”

**DIRECTOR OF PUBLIC RELATIONS—PROFESSIONAL SPORTS.** **12/89**  
**to 12/91**

BIRMINGHAM FIRE Football Club of the NFL's World League of American Football of Birmingham, Alabama.

- 1 Was responsible for the creating, developing and implementing of the team’s *initial* public relations efforts.
- 2 As a *charter* member of the FIRE’s management team, also worked closely with local, state and national media to maximize press coverage of the team.
- 3 Wrote numerous press releases, planned press conferences, managed the stadium’s press areas including the press box and wrote the editorial content for the team’s weekly game program, GAMETIME.
- 4 Established the annual public relations goals with its accompanying budget.
- 5 As team spokesperson, was often in demand as a public speaker.
- 6 Wrote speeches for team owners/management and Head Coach Chan Gailey.

**DIRECTOR OF MARKETING—REHABILITATIVE MEDICINE.**  
**10/87 to 12/89**

TRICARE REHABILITATION SYSTEMS, INC. of Birmingham, Alabama.

- 1 Wrote yearly marketing plans, established yearly budgets and set corporate marketing goals for both the Birmingham, Alabama and Nashville, Tennessee facilities.
- 2 Directed corporate marketing efforts, including all advertising, public relations and direct sales efforts to physicians, claim adjusters, case managers, hospital personnel, attorneys, rehabilitation specialists and social workers.
- 3 Created all corporate collateral materials and marketing aids.

**SALES REPRESENTATIVE—ORTHOPEDIC IMPLANT SALES.**  
**08/86 to 10/87**

KIRSCHNER MEDICAL CORPORATION, INC. of Birmingham, Alabama.

- 1 Was instrumental in the development of a “new” territory in south Alabama, the Florida panhandle and Mississippi Gulf Coast areas.
- 2 Sales efforts to orthopedic surgeons resulted in a Kirschner “sales record” for June, 1988, with similar sales growth in the following months.
- 3 Position provided *invaluable* experience in a “surgical” environment where physicians required my presence in the “operating room” to lend *guidance* in the use of Kirschner instruments.
- 4 Among the products I represented were Kirschner knee, hip and shoulder implants; trauma products; Chick tables and lamps; AOA support products; MP Video Systems and Orthopak bone growth stimulators.

## **EARLY CAREER HISTORY**

The first nine years of my career were spent in the “advertising industry,” both *selling* print and broadcast advertising, and *creating* advertising at a large, local advertising agency. This career was a natural choice, utilizing my “marketing” degree from Auburn University’s School of Business. In 1987, a decision was made to enter the growing and rewarding medical and health care fields, in which I have remained except for the period where I served as Director of Public Relations & Media Services for The

Birmingham Fire Football Club.

## **EDUCATION**

### **AUBURN UNIVERSITY; Auburn, Alabama.**

- 1 Degree: Bachelor of Science in Business Administration.
- 2 School of Business, Marketing Curriculum.
- 3 Grade Point Averages: Marketing Curriculum: 4.00/4.00; School of Business: 3.15/4.00.

### **SIDNEY LANIER HIGH SCHOOL; Montgomery, Alabama.**

- 1 General Curriculum Graduate.
- 2 Ranked 26th in a Graduating Class of 686 Students.
- 3 Grade Point Average: 3.81/4.00.

## **HONORS/ACTIVITIES**

- 1 Current Member of the "Mardi Gras Ball" Committee Benefiting the "Kid One" Transport System.
- 2 Current Birmingham's "City Stages" Annual Music Festival Volunteer Area Supervisor.
- 3 Current Member of the Shelby County Republican Executive Committee.
- 4 Current Dawson Memorial Baptist Church Sanctuary Choir Member & Past Officer.
- 5 Past Chairman, Greater Birmingham Young Republicans.
- 6 Past Member of Operation New Birmingham's "Livelier City Center" Committee.
- 7 Past Public Relations Coordinator for the 7th District of The American Advertising Federation.
- 8 Past Birmingham Advertising Federation Vice President & Board Member.
- 9 Past Auburn University Sports Information Department "Volunteer" Assistant.
- 10 Selected "Outstanding Young Men of America."
- 11 Selected "Who's Who in American Colleges & Universities."
- 12 Former Auburn University Student Government Association Student Senator.
- 13 Former Auburn University Inter-Fraternity Council Officer (Vice President).
- 14 Dean's List (Auburn University, Twice).
- 15 Former Auburn University's "Union Board" & "Performing Arts" Committee Member.
- 16 Member & Former Officer, Sigma Phi Epsilon Fraternity (Auburn University).
- 17 School & Statewide (Alabama) President, National Honor Society (High School).
- 18 President, Inter-Club Council of Presidents & Vice President, French Club (High School).
- 19 Member, French National Honor Society & "Mu Alpha Theta" National Math Honorary (High School).
- 20 Member, Sidney Lanier High School Marching & Symphonic Concert Bands.
- 21 Recipient, Lions Club International's "Youth to Europe" Student Exchange Award (1973).
- 22 Civitan "Citizenship Seminar," Harding College (AR) Campus, 1970.
- 23 Montgomery Soroptimist Club "Certificate of Merit" For Their Citizenship Award Competition.
- 24 Member, National Junior Honor Society of Secondary Schools, Montgomery, AL, 1968.

## **INTERNET SKILLS**

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|------------------|-----------|
| 1 Excel          | Visio     |
| 2 Access         | Publisher |
| 3 PowerPoint     | Outlook   |
| 4 Microsoft Word |           |

## **PROFESSIONAL SALES TRAINING**

- 1 Huthwaite's Course, "Spin Selling...Making Major Sales" (2008).
- 2 Aarthun Performance Group, LTD Course, "The Profit Specialist" (2008)
- 3 Brian Tracy's Course, "Successful Selling" (2002).
- 4 Achieve Global's Course, "Professional Selling Skills" (2002).

## **PROFESSIONAL LICENSES**

- 1 State Of Alabama "Life & Health" Insurance Producer License (#A216522).
- 2 General Securities Representative Series 7 License.