

BRIAN RASSI

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Pompano Beach, FL 33062

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EDUCATION

University of Iowa, Iowa City, IA
Bachelor of Business Administration in Marketing

May 2000

SKILLS

- Highly proficient in MS Word, Excel, PowerPoint and Outlook
- Highly proficient in Word Press and Internet Systems
- Proficient in presentation skills and public speaking
- Dale Carnegie's *Sales Advantage*

EMPLOYMENT

MEFORMULA, Pompano Beach, FL
Managing Member

Nov. 2011 - Present

- Author and Founder of MeFormula Personalized Solutions Made Easy Book, Workbook and Training Platform.
- Successfully created, sourced, managed, funded and generated business utilizing my skills to help others succeed with their projects by providing personalized solutions.
- Created successful affiliate relationships designed to refer others to professionals in their specific field who are providing products and services that are personalized.

FANFUELED, Chicago, IL
Director of Sales

Nov. 2011 - July 2012

- Created Online Leads, Sales Program and Automated Follow-up System for Ticket Sales
- Sourced and signed national accounts and affiliates to company for Engagement Product Sales.
- Successfully grew a significant pipeline of potential clients for the company with limited resources.

NATIONWIDE BUSINESS CONSULTANTS, Cooper City, FL
Managing Member

Jan. 2008-Nov. 2011

- Offered alternative sales and marketing products to clients and businesses
- Successfully sourced customers and facilitated each product / service through to fruition
- Managed and have been involved with several partnerships that include the following professions: Real Estate, Construction, System Creation, Lead Packages, Mortgage, Financing, Business Credit, Call Centers, Home Based Business, Websites, Online Marketing, Commercial Properties, Raising Funds for Private Projects and Interactive Screen Technology.

WELLS FARGO HOME MORTGAGE, Ft. Lauderdale, FL
Home Mortgage Consultant

Aug. 2004-Dec. 2007

- Sales of home mortgage loan products (averaging \$1-\$1.5 Million in new loan originations per month)
- Solicited new realtors, developers, title companies, credit repair companies and generated loyal relationships to ensure viable referrals of new home mortgage clients.

FAIRFIELD RESORTS, Pompano Beach, FL
Sales Associate

Feb. 2004-Aug. 2004

- Sales of innovative vacation ownership and leisure products

KONE INC., Cerritos, CA
Senior Sales Engineer

June 2000-Jan. 2004

- Sales of new equipment which included elevators and escalators in the greater Los Angeles area
- Solicited new work by calling on architects, building owners, developers and contractors
- Negotiated and implemented contract terms and scope changes for every product sold
- Promoted to Manager but declined the position to relocate to Florida