

Bruce D. Gust

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OBJECTIVE

Secure a challenging position that leverages the combined strengths of my creativity, my skills in communication and training, and the ability to develop influential web applications.

SUMMARY

Artistic and talented professional with over twenty-two years experience, including nine years serving in the United States Marine Corps. An accomplished developer of innovative web applications, an experienced corporate trainer and highly effective salesperson. A performing member of a national recording act, and a decorated member and instructor with the United States Marine Corps band.

EXPERIENCE

LifeWay Christian Resources
Nashville, TN

1998 – 2004

ECHANNEL DEVELOPMENT SPECIALIST

- Implemented corporate extranet using HTML, Flash and JavaScript for displaying “New Release” information and corporate training materials; a “first-of-its-kind” capability for publishing all LifeWay product information as opposed to only resources managed by individual components
- Developed CD-ROM version of “New Release” platform; over 1500 copies of this comprehensive application were used by state directors and training personnel as a replacement for costly on-site training
- Designed and introduced an innovative e-mail newsletter prototype; robust capabilities allow outside parties to tailor LifeWay promotional materials for their specific use
- Created and instituted web-based applications using VBScript and SQL to automate posting of monthly features and dated product information to LifeWay’s on-line catalog; application replaced cumbersome manual processes and freed up additional staff resources for other duties

REGIONAL OPERATIONS TRAINER

- Trained over 50 LifeWay regional operations and call center personnel, in addition to capabilities specialists, National Church consultants, regional directors and data specialists located on-site and at distributed locations; developed a creative and technically-advanced podium to ensure a uniform and cohesive training program across geographically-distributed sites
- Developed an integrated online campus using various technologies and applications (i.e., Flash, htm, VBScript, SQL, JavaScript, .pdf, digital audio and video)
- Authored and created audio training on CD-ROM; audio series replicated aspects of the online campus for traveling consultants and off-site personnel

CUSTOMER SERVICE TRAINER

- Developed and facilitated comprehensive training programs addressing LifeWay’s mission, organization, product base, professional etiquette and technical and sales training approach; instructed 65 member department on all aspects of effective customer service
- Authored a 200+ page training manual for new employees and conducted three-week new hire training and orientation program; developed Access database for monitoring and tracking employees’ training activities
- Built custom-designed web pages using html code (i.e., no web editing software) that provides information and links to LifeWay online resources
- Instituted an online web portal offering Flash-based training assessments for advanced customer service material

Longust Reach Productions
Nashville, TN

2000 – Present

VICE PRESIDENT

- Founder/partner of a creative-works technology company offering multi-media and instructional products; personally recruited a private investor and obtained significant venture capital investment for startup costs, product development and resource acquisition
- Developed creative material, musical productions, and e-commerce web pages to market products in various formats; offering hard-copy, interactive CD-ROM and downloadable files for international customers hampered by varying exchange rates and exorbitant shipping costs
- Spearheaded company's marketing endeavors; coordinated product reviews in international publications with over one million subscribers; secured corporate endorsements, equipment sponsors, and premium product placement in coveted tradeshows

The Sunday School Board
Nashville, TN

1997 – 1998

ASSOCIATE SALES REPRESENTATIVES

- Effectively marketed Christian educational and musical literature to an account base of over 500 churches across several states; recruited and serviced accounts, maintained client relationships, and developed innovative marketing techniques grouping products tailored to customers' needs

Western Flyer
Nashville, TN

1994 – 1997

PERCUSSION/ACCOUNT MANAGER

- Wrote music and lyrics, and performed percussion and vocals for a successful country western band; enjoyed significant commercial success with several charting singles, as well as, three popular music videos on Country Music Television (CMT)
- Provided marketing and public relations to promote the band's image and music; coordinated the band's meeting and travel arrangements; developed several computer applications for Western Flyer's newsletter and Fan Club information

Five Star Music
Nashville, TN

1993 – 1994

MARKETING COORDINATOR/ADMINISTRATIVE ASSISTANT

- Marketed gospel material to established recording artists and their publishers; developed computer applications to organize song catalog consisting of more than 1000 selections

United States Marine Corps
Little Creek, VA and Pearl Harbor, HI

1981 – 1990

PERFORMER & PERCUSSION INSTRUCTOR

- Performed with the US Marine Corps Band and served as Percussion Instructor at the Armed Forces School of Music; developed curriculum, trained new members of the USMC band, and performed in Faculty Concert Band, Lab band, as well as, in numerous vocal ensembles

EDUCATION

- BA, Business Management, St. Leo College
- Graduate, Basic, Intermediate Course, Armed Forces School of Music

PROFESSIONAL ACCOMPLISHMENTS

- Honor Graduate Noncommissioned Officers Academy
- Noncommissioned Officer of the Quarter, First Marine Brigade
- Military Excellence Award give by the Noncommissioned Officers Association
- Navy Achievement Medal for exemplary service

REFERENCES AVAILABLE UPON REQUEST