

# TROY S. KRUEGER

Business Development & Producer

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## Technological Proficiencies

- Microsoft Office Suite
- Adobe Creative Suite
- Mail Chimp
- Quickbooks
- Wordpress
- Movie Magic
- Final Draft
- Avid
- Facebook Business Manager
- Google AdWords

## Education

**Full Sail University, Winter Park, FL**  
Master of Fine Arts in Film Production  
2018

Master of Science in Entertainment Business  
2013

Accolades

- Valedictorian
- High Achiever Recipient
- Perfect Attendance

Course Director Awards

- Product & Artist Management
- Business Branding & Storytelling
- Project & Team Management

**Herzing University, Madison, WI**

Bachelor of Science Business Administration  
2011

Accolades

- Summa Cum Laude
- Dean's List / President's List

## Projects

**Mann & Quinn (2017)**

- Produced a 9 minute short film overseeing a 70 person crew
- Raised \$3,000 through a crowdfunding campaign to complete \$6,200 budget

**401k Race for Financial Fitness (2017)**

- Assisted with setup operations, vendor communications, and event coordination for 400+ participant race

**Pulse Night Club Fundraiser (2016)**

- Raised funds (\$238) for the Pulse Night Club victims by holding a prize giveaway at The Haven live music tavern
- All proceeds went to One Orlando Fund

## Areas of Expertise

- Executive Leadership
- Strategic Planning
- Problem Solving
- Operations & Logistics
- Industry Economics
- Brand Development
- Web Design & SEO
- Fundraising
- Business Proposals
- Competitive Intelligence
- Scheduling & Budgeting
- Marketing & Advertising
- Social Media Management
- Presentations & Graphic Design
- Research & Analysis
- Project Management
- Process Improvements
- Film Producing

## Professional Experience

2012 - Present Project Manager / Producer

📅 Gumption Entertainment - Orlando, FL

- Manage all aspects of business operations including scheduling and budgeting
- Oversee planning and execution of projects, events, and productions
- Formulate reports, business proposals, and legal documents
- Design web sites, setup and monitor social media accounts, and implement SEO
- Produce videos to brand and market businesses and professionals
- Offer creative marketing solutions and consultation for clients

Highlighted Client Projects:

"Richard Flint, Web Design & Branding" - Newport News, VA (2018) - Designer & Consultant  
"Media Financial Management Association, Corporate Video" - Orlando, FL (2017) - Producer  
"Sanford Music Festival, Promotional Web Video" - Orlando, FL (2017) - Producer  
"Pamela Dunlop Real Estate, Branding Video" - Winter Park, FL (2017) - Producer  
"Captains of April Band, Promotional Web Video" - Orlando, FL (2016) - Producer  
"Grand Sierra Resort, Camaro Giveaway Promotional Video" - Reno, NV (2013) - Producer

2012 - 2013 Promoter / Event Staff

📅 Orlando Bands - Orlando, FL

- Provided promotional services to help educate and motivate local music
- Wrote monthly blog and performed daily office duties
- Coordinated and conducted multiple tasks at music events, such as door attendant, photographer, time management, equipment setup and striking, and booth sales

1995 - 2012 Event Coordinator / Mobile Disc Jockey

📅 Elixir Sound - Beaver Dam, WI

- Coordinated all aspects of professional events, such as weddings, banquets, proms, etc.
- Delivered entertainment and played music for hundreds of people to enjoy their event
- Transported, setup, and broke down all sound equipment and lighting
- Provided timely, courteous, and knowledgeable responses to information requests with accurate copies of all relevant records, documents, and other materials

2001 - 2004 In-House Disc Jockey

📅 Club Rocks - Beaver Dam, WI

- Mixed different sources of pre-existing recorded music for patrons at the nightclub
- Made announcements and promotions
- Cleaned venue and helped bartenders restock after nightclub closed

## Training & Certifications

Lynda.com

- ✓ Operations Management Fundamentals
- ✓ Global Strategy
- ✓ Making Business Projections
- ✓ Mergers & Acquisitions
- ✓ Executive Leadership
- ✓ Performance-Based Hiring
- ✓ Music Law: Managing a Band's Business
- ✓ Avid Media Composer 8 Essentials
- ✓ Pro Tools: Mixing a Short Film
- ✓ Creating a Short Film: 01 Producing
- ✓ Crowdfunding Campaigns for Independent Film

Computer Training

- A+ Certified (2002)
- Certified Internet Webmaster (2002)

Marketing & Leadership

- Tai Lopez Social Media Marketing (2017)
- Chick-Fil-A Leadercast (2010)
- Advocare Success School (2012-2014)
- Renatus Real Estate Investing (2011-Present)