

Tom Lawson

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Web Site: www.AskTomLawson.com

Professional Overview:

Organized and dedicated professional with excellent communication and interpersonal relationship skills. Proven background with the ability to lead, direct, influence and cooperate. Creative and innovative with a broad range of experience, sound judgment and consistent accomplishments.

Career Objective:

I am seeking a position which will enable me to utilize my diverse skills and abilities. I work well within a team or individual environment and can provide any variation and level of sales, marketing, management, training, technical support or administrative functions.

Background Summary:

- Residential real estate sales, marketing and transaction management.
- Residential property design and development management.
- Graphic design, development and publishing.
- Corporate web site, e-commerce site design and search engine positioning.
- Technology and software training, consulting and configuration.
- Instructional systems development and presentation.
- Contact management and target market database development.

Proficient on both Macintosh and IBM Computer Platforms:

Adobe Photoshop • Illustrator • Image Ready • InDesign • Page Maker • QuarkXpress • Microsoft Word • Access • PowerPoint • Excel • Publisher • Works • Outlook • Microsoft FrontPage • Adobe Acrobat • ACT! • DreamWeaver 8.0 • Top Producer • Top Connector

Education:

- Lewis County High / Hohenwald TN
- USAF Instructional Systems Development Technical School
- USAF NCO Leadership School
- USAF Professional Military Education Courses
- Community College of the Air Force
- Real Estate Licensing Schools NV / TN
- Real Estate Career Advancement Courses

Professional References:

- Ryan Cole / Orion Technology Services / (615) 299-7190
- Julie McLellan / Cool Springs Complex / (615) 500-4000
- Susan Moody / Comdata Credit Card Services / (615) 517-8835
- Wes Alexander / Nashville Pizza Company / (615) 568-9797

Previous Employment:

May 2006 – Present

Freelance Graphic Design, Marketing Consulting and Web Site Development / Franklin TN

- Designed and published print products including flyers, brochures, direct mail pieces, logos, corporate identity packages, product brochures and 4 color publications.
- Analyzed, developed and managed target market direct mail databases and campaigns.
- Designed, published and search engine positioned personal, corporate and e-commerce web sites.
- Keyword, key phrase research, development, submission and position management.

January 2005 – May 2006

Business Development and Marketing Manager / TGG Consultants / Franklin TN

- Developed and managed print, web site and television marketing programs.
- Managed corporate marketing, budgeting, ROI reporting and expansion initiatives.
- Developed target market databases and managed corporate direct mail programs.
- Developed sphere of influence, contact and business management solutions.
- Corporate web site and 1000 product e-commerce web site.

April 2003 – December 2004

Technology Trainer / Crye-Leike Realtors / Brentwood TN

- Developed, scheduled and presented technology training courses for over 60 real estate offices.
- Accredited real estate course on the effective marketing utilization of Property Tax Databases.
- Interactive computer training course on developing and utilizing property databases, contact management systems, web sites and Microsoft Office products.
- Developed and presented Crye-Leike College Course focusing on new agent orientation to current real estate software programs and web site marketing options.

June 2001 – March 2003

Business Development and Marketing Manager / George Clanton Construction / Columbia TN

- Developed and managed print, web site and television marketing programs.
- Managed corporate marketing, budgeting, ROI reporting and expansion initiatives.
- Developed target market databases and managed corporate direct mail programs.
- Developed sphere of influence, contact and business management solutions.
- Corporate web site and 1000 product e-commerce web site.

October 1999 – May 2001

Arvida Realty Company / Ponte Vedra Beach FL

- Managed real estate transactions from purchase through closing
- Scheduled and coordinated closing activities.
- Ensured appropriate contracts, disclosures and file structures.
- Coordinated closing commission checks distribution.
- Created weekly, monthly and annual closing reports.

Previous Employment Continued

July 1992 – September 1999

Licensed Real Estate Sales Associate / Las Vegas NV

- Sold and closed as much as 12 million a year in residential real estate.
- Received acclaimed RE/MAX 100% Club Award.
- Created and maintained relocation program for families around the world.
- Contracted and maintained a listing database of 40 +/- properties.
- Active Real Estate License in good standing since 1992.
- Designed and developed custom, log homes and provided project renovation services.
- Designed and developed custom 3200 Sq. Ft. Log Home Residence.
- Complete Interior and Exterior Renovation of 10,000 Sq. Ski and Snowboard Resort.
- Developed and Implemented Comprehensive Owner / Builder Construction Management System.

Aug 1984 – July 1994

United States Air Force / Instructional Systems Development

- Design, development and implementation of education and training programs for the various Air Force career fields and specialty field continuing education courses.
- Performed on-the-job performance evaluations.
- Maintained a Top Secret Security clearance while stationed with the Stealth Fighter Program.
- Provided daily adversary threat-training briefings in Soviet threat training museum.
- Separated with an Honorable Discharge
- Received numerous commendations, academic achievement and distinguished graduate awards from Air Force leadership, supervisory and career development schools.

Thank you for your time and consideration.