



# JASON MULLINS

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## SUMMARY

Self-driven business professional with over 19 years professional experience in areas including marketing, sales, HR, recruiting, training, consulting, and project management. Ability to effectively communicate both verbally and in writing. Strong technical acumen and analytical skills. Highly proficient in all MS Office products. Strong qualitative and quantitative professional skill set along with the ability coordinate projects and articulate analytical information across a diverse customer base.

## EDUCATION

Western Kentucky University, Bowling Green, KY 1996-2000  
**Bachelor of Science, Business Marketing**

University of South Florida, Tampa, FL 2006  
**PHR (Professional in Human Resources) Certification**

## EXPERIENCE

BIC Graphic U.S.A, Clearwater, FL 2011-2019  
**Marketing Manager**

- Ownership of all marketing related activities for Technology, Auto, Tools, Flashlights, Drinkware, and Overseas products including; sourcing, demand, design, production, pricing, quality, sales, and inventory.
- Supervise team of Assistant Product Developers to identify gaps in the assortment and determine where there is need for product development.
- Responsible for category analysis and communication across department and to executive leadership including trends, competitive benchmarking, product sales, and product performance.
- Responsible for domestic brand onboarding and B2B communication.
- Initiate and approve all marketing collateral and campaigns for products within assigned categories.
- Identify, approve, develop, and manage retail brand partnerships, liaison with key national accounts, and sell strategic initiatives to executives.
- Responsible for category product forecasting down to the product sku level.
- Facilitate trade show presentations for assigned categories. Including product selection, placement, and delivery.
- Travel both domestically and internationally to share and align strategies with suppliers and manage trade shows.
- Re-branded technology and overseas (factory direct) category in entirety.
- Manage budgeting and long-term strategies for growth.
- Create customer specific sales strategies both internally and externally.
- Responsible for delivering all category specific technical acumen to both internal and external customers through webinars, field sales calls, tradeshow, and customer visits.
- Responsible for creating and articulating high level statistical analysis of customer and industry trends.
- Negotiate with product suppliers to maximize profitability and establish partnership guidelines.
- Responsible for all category specific pricing strategies and competitive benchmarking.
- Grew the Technology category by over 36%. (\$767,927) in 2018. Effectively bringing Tech from a 2.2M to 3M category. On pace for a 40% category growth in 2019.
- Oracle UPK Developer on temporary contract through, FrankCrum Staffing, from 2011-2012.

Taconic Farms, Inc, Hudson, NY (*Temporary Contract*)  
KBace Technologies, Inc, Nashua NH

2009-2011  
2007-2009

**Oracle HCM (Human Capital Management) Consultant / Oracle UPK (User Productivity Kit) Administrator**

- Assisted with Oracle (HRMS) Human Resource Management Systems functionality and system configuration.
- Published 500+ procedural topics to client applications utilizing Oracle OnDemand. Content included; Step by step procedural instructions, standardization of process flow documentation, and linkage to additional resources. Content developed for both domestic and international divisions.
- Served as liaison between department leaders and executives to communicate functionality, industry best practices, project scope, key requirements, and presentation of status reports.
- Developed Oracle Tutor Process Flow Documents as needed.
- Responsible for project critical documentation utilizing AIM Methodology and including new content requests, key requirements, high level gap analysis, configuration guides, test scripts, issues logs, and MS Visio process documentation.
- Facilitated 20+ workshops, both in-person and web-based, covering Oracle functionality, UPK content, and Tutor Process Flows.
- Provided technical support to client end-users for UPK/Tutor related issues or content development requests.
- Facilitate ILT (Instructor Led Training) for global Oracle HCM implementations and business processes.
- Facilitate UAT (User Acceptance Testing) and CRP (Conference Room Pilot) testing for all international business groups both remotely and in-person.
- Applications include; Oracle Human Resources (v. 11.5.9 and R12), OTL, OAM, Oracle Alerts, ESS, MSS, HR Professional, XML Publisher, Compensation Workbench, Event Planner, and Web Letters.
- Tools include; Oracle E-Business Suite (v. 11.5.9 and R12), KBX Data Management System, Payroll Interface, Web ADI, Data Loader, UPK, Tutor, and MS Visio.

Bayfront Medical Center, St. Petersburg, FL  
Baycare Health Systems (St. Joseph's Hospital), Tampa, FL  
Saint Joseph's Healthcare System, Lexington, KY

2005-2007  
2004-2005  
2002-2004

**Critical Care Nurse Recruiter / Human Resources Benefits Specialist**

- Decreased vacancy rate by 21% for RN's within first 6-months of employment.
- Programs developed or enhanced include; Referral Bonus, Knowledge Management Tools, Earn-As-You-Learn, Nursing Internship, Tuition Re-Imbursement, Pay-For-Skills, and Marketing campaigns to local colleges.
- Facilitate trade shows, job fairs, workshops, and special recruitment events.
- Created and delivered written correspondence outlining Benefits Open Enrollment for 2,500+ employees including; Creation of Forms, Letters, Data, and Mail Merge.
- Provided consultation, education, and service recovery to leadership and internal/external customers regarding policy and procedure, benefits, and employment topics.
- Member of local Society of Human Resource Management (SHRM)
- Applications include; Peoplesoft, HMS (applicant tracking), Jobs, SMS, and MS Office.
- Lead Baycare Scripting initiative including; Development of program content, presentation and training of internal staff, and focus groups.
- Programs developed or enhanced include; Baycare Scripting, FAQ Brochures, Referral Bonus, New Graduates, Nursing Scholarships, Pay-For-Skills, and Marketing campaigns to local colleges.
- Programs developed or enhanced include; Lend-A-Hand, Work/Life Benefits, HR Reference Forms, Retention Surveys, Print and Radio advertisements, and Marketing campaigns to local colleges.
- Compiled annual EEO1 reports and EO survey to the U.S. Department of Labor.
- Developed HR Risk Control Report resulting in savings in operating costs of \$50,000+ throughout the Hospital.
- Served as captain of United Way and SJH Foundation fundraising for charity and heart research.
- Processed employee 403B deduction and retirement compensation data.