

AARON RADEZ

resume@aaronradez.com ▪ 317.586.2323

Permanent Address:
P.O. Box 441434
Indianapolis, IN 46244

EXPERIENCE

CE Productions, Inc., Sr. Partner and Founder

May 2000 – Present

- Aggressively grew firm from 2 associates to a team of 25 based in both the United States and Gujarat, India.
- Implemented an aggressive growth strategy, more than doubling year-over-year revenues for the initial 4 years of operations. Ensured steady growth trend in all subsequent years.
- Continually explored innovative opportunities for alliances with IT partners - both international and domestic. Most notably, frequent travel to Indian emerging markets for partnership cultivation.
- Developed and implemented comprehensive marketing programs resulting in multimillion dollar brands. Oversaw all aspects of each project from initial consultation and establishment of needs to development of inclusive solutions and execution of all plans through campaign metrics.

The New Home People, Inc., Vice President of Operations

May 2002 – September 2005

- Spearheaded day-to-day operations of a residential real-estate brokerage, most notably designing and managing the firm's standard operating procedures and marketing campaigns
- Generated interest from 500 central Indiana apartment dwellers via internet communications and a 16-page, full-color newspaper distributed to 50,000 apartment homes in the Indianapolis area
- Created the "Home Buyers' Club" – an automated follow-up system designed to assist sub-prime credit prospects with the financial complications of real-estate acquisition
- Constructed a web-based customer relationship management system, tracking prospective clients through the home-buying process from contact to close
- Negotiated cooperative advertising agreements with area builders, including Arbor Homes, CP Morgan and MI Homes
- Developed and implemented an exit strategy incorporating a network of real estate brokers, effectively funneling interested prospects to affiliates via lead-share, revenue-share agreements and securing continued passive revenue for the firm

EDUCATION

Indiana University, School of Public and Environmental Affairs

Bachelor of Science in Public Affairs, May 2005

- Major: Management
- Minor: Legal Studies

Dove Institute for Philanthropy

- Extensive coursework on the philosophy, strategic management, and operations of non-profit organizations

AWARDS AND HONORS

Junior Achievement – Indy's Best and Brightest

- Recognized as one of Indianapolis' top 10 up-and-coming media and communications professionals
- Prestigious award recognizes industry-specific work in successful individuals under the age of 40

ACTIVITIES AND LEADERSHIP

New Tech High School, Mentor

- Volunteered with and mentored area high school students at Arsenal Technical High School on a weekly basis
- Aided students in discovery of subjects ranging from the importance of college attendance to developing communication skills

Indiana University Television, Director of Development

- Served as an advisor and consultant to the founder of Indiana University's first student-run television network
- Assisted in strategic planning, programming issues, financial decisions, and local media contract negotiations

RELEVANT SKILLS AND CAPABILITIES

Technology Base: Proficient w/ Windows and Macintosh | Microsoft Office Suite | HTML | AdWords & SEO Tactics

Design Specific: Adobe Photoshop | Adobe Illustrator | Adobe Premier | Final Cut Pro | Light wave 3D | MS FrontPage

General: Indiana Licensed Real Estate Broker | Indiana Licensed Notary Public | Sandler Methods | Functional Spanish