

Keith J. Severson



Objective

To provide a progressive, forward-thinking, company with positive solutions, hard work, and determined effort designed for success and profitability.

Professional Summary

Granite Rock Company

September 1996- Present

Watsonville, CA

Director of marketing and community affairs

Graniterock is a 122 year-old, privately held, high-quality construction materials and supply company. My position includes all phases of marketing, advertising, communications activities including public relations, media, social media, world media, event management and sales support for the company. Creating and managing to an annual budget, advertising, and marketing plan is included in my current duties and responsibilities. My position includes management training, quality support services, and leadership training. My responsibilities also involve fleet management for over 200 vehicles.

Federal Express

1994-1996

Monterey, CA

Courier, sales lead coordinator and management trainee.

Pie R Too, Inc.

1986-1994

Salinas, CA

President and CEO

I was the franchisee for six Domino's Pizza stores, responsible for all phases of the operation. My job duties included operations, site selection, site development, staffing, and equipment procurement, supplies selection, advertising and marketing.

Pizza Express, Inc.

1980-1986

Carmel, CA

I held the position of President and CEO, responsible for all phases of the operations for 20 Domino's Pizza units. My job duties include operations, site selection, site development, staffing, and equipment procurement, supplies selection, advertising and marketing.

Education**BFA/Fine Arts**

University of Texas Austin, TX

1974 - 1979

United States Green Building Council LEED Accredited Professional

2008

Computer Skills

I am computer literate with working knowledge of Microsoft Outlook, Excel, Word, Constant Contact, Emma, Word Press, Survey Monkey and Web applications.

References: Available upon request