

GARRITT D. HAMPTON

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DIRECTOR OF SALES, MARKETING, AND OPERATIONS

Creative, entrepreneurial leader with experience in the areas of marketing, sales, and operations, with a strong track record of performance in business development and turnaround in high-paced organizations. Exceptionally disciplined and focused on quality; possessing well-developed interpersonal skills and the ability to motivate and direct others in a supportive, cooperative team environment. Successful in capitalizing on growth opportunities, implementing promotional and marketing strategies, and upholding fiscal integrity. Available for relocation.

Professional Strengths and Abilities include:

- Corporate Vision and Strategic Planning
- Business and Technology Infrastructure
- Continuous Process Improvement
- General and Operations Management
- Trend Analysis and Market Planning
- Team Development and Performance Improvement
- Policy and Procedure Development
- Sales and Marketing Leadership
- New Business Development
- Presentations and Training
- Profit and Loss Management
- Customer Service and Satisfaction

PROFESSIONAL EXPERIENCE

Realty Response, Inc., Palmdale, CA

2005 to Present

DIRECTOR OF MARKETING

Recruited as a member of the executive management team to turn around company's history of declining sales and financial losses and implement organizational policies and structure. Maintained a broad scope of responsibility including strategic planning, business development, marketing, training, and IT. Revamped internal procedures and controls, reorganized staff, and implemented performance monitoring systems in support of continuous improvement. Provided strategic vision, tactical execution, and wide-reaching daily management to drive growth momentum and achieve short and long-range goals during a period of industry crisis.

- **Increased sales leads by more than 300%** and led company to top 10% performance among 400+ companies operating locally by developing and implementing innovative marketing strategies and improving staff performance.
- **Maintained lead growth of 16% per month** by continuously monitoring and refining advertising campaigns to increase efficiency and effectiveness.
- **Instrumental in the startup of Realty Response Connections**, a national real estate referral company, which produced over \$1.5 million in business in its first year.
- **Increased per transaction commission rates by 40.8%** by revising the company's commission structure.
- **Authored several manuals** including business operations, system structure and implementation, training systems, and client presentations.
- **Transformed an under-producing sales team** by reorganizing company structure, immediately resolving longstanding problems, and instituting incentives that elevated performance while building morale and motivation.
- **Reduced total advertising expense 75%** by shifting focus from direct mail advertising to direct response Internet classifieds, pay-per-click, and print campaigns.
- **Developed and maintained award-winning website**, www.RealtyResponse.com, and implemented the company's first complete Internet marketing system consisting of over 20 unique branded and unbranded URLs, promoted through pay-per-click and SEO initiatives.
- **Managed the redesign and installation of an advanced IT infrastructure** including VOIP phones, wired/wireless computer network, shared storage, network printing, security, e-mail, and an OS upgrade from Windows 2000 to XP.

Paper Mulberry, Valencia, CA

2002 to 2006

OWNER / DIRECTOR OF OPERATIONS

Provided innovative leadership for a prestigious, luxury retail business. Recruited, trained, and managed exceptional sales staff and developed and maintained excellent contractor and vendor relationships. Established and implemented comprehensive business systems, which resulted in rapid sales growth and ongoing profitability. Led the company to a successful sale with continued profitability and growth under new management.

- **Broad scope of responsibility** included P&L, store operations, marketing and advertising, merchandising, purchasing, and public relations.
- **Achieved profitability within first quarter** after purchase of business and maintained average year-to-year sales growth of 28%.
- **Authored company business plan**, management, training, and operations manuals.
- **Voted “Best Card Store” two years in a row** by the readers of *Santa Clarita Valley Living Magazine* as a result of unwavering devotion to customer service.
- **Expanded operations to include e-commerce** with the launch of www.PaperMulberry.net.

Sibling Records, Palmdale, CA

1998 - 2002

PARTNER / DIRECTOR OF OPERATIONS

Directed the operations of the record company and recording studio. Recruited and managed staff, evaluated talent, negotiated contracts, and established budgets and operating procedures. Oversaw marketing and advertising efforts, purchased equipment, and coordinated project schedules. Responded to emerging industry trends by pioneering company website and e-commerce system featuring online music downloads and record and merchandise sales.

H&S ProSound, Palmdale, CA

1997 - 2000

OWNER / GENERAL MANAGER

Managed the daily operations of the company and staff. Established budgets, and purchased and maintained equipment. Provided customized sound, lighting, and video solutions for clubs, tours, festivals, churches, and corporate events. Attracted a business partner and raised additional capital to expand operations to include a record company and recording studio.

United States Air Force, Travis AFB, CA

1993 - 1997

AIRCRAFT ELECTRICAL AND ENVIRONMENTAL SYSTEMS JOURNEYMAN

Charged with managing unit Control Center. Developed positive relationships with high-ranking Air Force officers while handling in-flight emergencies and aircrew debrief. Coordinated aircraft maintenance and unit travel arrangements in a fast-paced and high-pressure environment. Technical and professional excellence led to early promotion to E-4. Authored a wide variety of aircraft forms, reports, and operating procedures. Held Secret Security Clearance.

EDUCATION AND PROFESSIONAL DEVELOPMENT

- **Western Governors University** - Currently pursuing Bachelor of Science, Marketing Management. Estimated completion date: 07-2009.
- **United States Air Force - Honor Graduate**, Aircraft Electrical and Environmental Systems Technical School, Shepard AFB, TX.
- **Extensive professional training** in the areas of sales, marketing, leadership, relationship building, and real estate management. Dedicated to ongoing professional education.

PROFESSIONAL MEMBERSHIPS

- Greater Antelope Valley Association of REALTORS® (GAVAR)
 - › Chairman, Technology Committee
 - › MLS, Education, and Communications Advisory Committee member
- Southland Regional Association of REALTORS® (SRAR)
- Former Ambassador - Santa Clarita Valley Chamber of Commerce