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OBJECTIVE

A position utilizing my skills in **Telemarketing, Team Building, Strategic Planning, Facilitation, Sales, and Community Relations** in order to:

- design and implement programs to maximize community awareness
- consult on effective methods of retaining and establishing long range relationships
- direct planning to establish long range and short range strategies to improve organizational effectiveness
- represent organization to enhance public support and expand impact.

EXPERIENCE

- Patio Splash Hot Tubs & Spas** 2015-
Present
Sales Manager for the Cheyenne location, handled all marketing for both internal and external. Worked with the Cheyenne Chamber of Commerce, Laramie Community College, and local realtors and contractors to increase sales
- The Fence Post** 2013-
2015
The Fence Post is a weekly rural publication where I contacted businesses in the Rocky Mountain region selling advertising space for print and digital media.
- Workout West Tennis & Recreation Campus** 2008-
2013
Corporate Sales & Marketing. Inside and outside sales. Primary duties included managing call center which enhanced appointments for tours.
- HCR ManorCare** 2002-
2007
Regional Manager of Market Development
Guided HCR ManorCare of Denver out filing bankruptcy. Established new policies, procedures and systems to operate, marketed, persuaded and negotiated with clients, supervised and trained employees and directed operation. **Results:** Revenues grew to \$165,000 annually.

Preferred Mobile Nurses

1999-2002

Executive Director, Travel Nurse Division, Mid-States

Started Preferred Mobile Nurses as Travel Coordinator with \$3 thousand in weekly sales and 2 nurses on contract. **Successfully** grew Preferred Mobile Nurses to over 60 nurses on contract in a 13 state region with a monthly sales of \$375,000 = 38% profit.

Bonnell Good Samaritan

1994-

1999

Director of Admissions & Marketing

Created and **marketed** Living on the Level, Creative Alzheimer's and Dementia Care.

Conceived idea; conducted market research; identified need; designed name, logo, and flyers; implemented sales strategy; initiated contacts; made presentations; wrote business