

William R. “Rick” Wykoff

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Objective

Fill position on Indian River County Value Adjustment Board

Experience

Sales Associate, Alex MacWilliam Real Estate Vero Beach, FL 2017 to present

- State of Florida Real Estate License April 2017
- Closed on 71 transactions in first three years of position.
- Multiple monthly top producer/2018 Most Improved Agent/2020 top producer, 2020 #4 agent company wide, 2020 Most Improved Agent with 11 Million in closed transactions.

Martin Lubricants, Kilgore, TX , Sales Representative STP Diesel Fuel Additives 2016-2017

- Marketing and Sales of new product into Truck Stop, Farm Store and Lubricant Marketers channels in the Eastern US.
- Initiated trial of new STP product in 25 nationwide Tractor Supply sites
- Established relationship with DAS Company, supply chain partner into nationwide C Stores and Travel Centers including Pilot, Flying J and Love’s Truck Stops

MARKETING SALES REPRESENTATIVE | CHEVRON PRODUCTS COMPANY | 1986-2016 (RETIRED 2016)

- 25 years in various sales and marketing positions including:
- 2 years Sales Marketing Assistant, Ft. Lauderdale, FL
- 6 years Lubricants Marketer Sales Rep. Florida and Central New York selling entire Chevron Lubricants Line
- 4 years Heavy Duty Truck Dealer Lube Equipment Rep. Nationwide concentrating on Delo branded products
- 2 years Havoline Xpress lube re image coordinator, training and introducing Texaco Xpress lube operators to new quick lube image, Chevron liaison to Federal Heath sign company on signage requirements
- 9 years Automotive Installed Rep to Havoline Xpress Lube channel and Heavy Duty Truck Dealer Southeast US. This included maintaining existing business at 2/3 of the Havoline Xpress Lube sites in the country. Grew the assigned territory to 32 direct served Xpress Lube sites in greater Atlanta, GA, (Terry and Sharon Fowler), 60 sites in Northeast and Central Florida (Brian Fowler) and 20 stores in the greater Birmingham, AL market (Doug Levine). On the Heavy Duty Truck dealer side, presented and trained dealer sales reps on the Chevron Delo Product line at Kenworth and Peterbilt (Paccar) regional sales meetings along with Volvo-Mack meetings

- 2 years Retail Gasoline Rep Florida West Coast. Tampa, FL handling marketer served retail gasoline sites at the time of the Re-image of Chevron Gasoline sites

WTTB RADIO | 1977-1986

- All aspects of small market local radio. Marketing, Promotions, Announcer, News, Music Director

Skills & Abilities

COMMUNICATION

- 25 plus years in sales and marketing
- 8 years in local market radio, announcer, promotions, music director, news

LEADERSHIP

Subject Matter expert Havoline Xpress Lube, June 2012 to Jan 2016

- Facilitator/Presenter for Havoline Xpress Lube Re Image project
- Field Sales liaison to Chevron HQ for Texaco Xpress Lube Re Image project
- POS liaison to Chevron Retail Gasoline systems for Havoline Xpress Lubes.
- Chevron Presidents Award for HQ liaison to hurricane Wilma ravaged SE Florida Retail Gasoline Sites

COMPUTER PROFICIENT

- Microsoft office suite: Word, Excel and Outlook.
- Working knowledge of Salesforce.com CRM system
- National Cash Register Point of Sale back office profitability platform for retail sales
- Apple i pad and i phone platforms
- Web based profitability models to determine maximum customer profits based on product mix

Education

MASTER OF BUSINESS ADMINISTRATION, MAY 1988 | NOVA SOUTHEASTERN UNIVERSITY

- Major: Marketing

BACHELOR OF SCIENCE IN BROADCASTING | JUNE 1977 | UNIVERSITY OF FLORIDA

- Major: Journalism and Communications
- Related coursework: Marketing, Public Relations, Business

Community Volunteer Organizations

Main Street Vero Beach, "Downtown Friday Events" and "The Hibiscus Festival" 2007 to 2015. 8 years

- Entertainment Chairperson Downtown Friday events managing dozens of volunteers
- Board of Directors Main Street Vero Beach
- Board of Directors Vero Beach Country Club (current)
- Entertainment Committee for the City of Vero Beach's Centennial Celebration

References

BILL MARINE

- President, Marine Agricultural Irrigation, Vero Beach, FL 32960
- (772) 539 1902

ANDY BEINDORF

- President, Center State Bank, Vero Beach, FL 32960
- (772) 643 7210

RUSSELL G. "RUSTY" CAPPELEN

- Manager UBS Securities, Vero Beach, FL 32963
- (772) 234 7010