

Statement of Purpose

I possess a solid background in a dynamic range of managed technologies, and am seeking a position with a growth oriented, forward thinking, company which will utilize my skills, abilities, and knowledge to the fullest extent.

Summary of Qualifications

- Decades of website design, search engine optimization, and social media integration experience.
- Social media and digital advertising, marketing, SEO, SEM, funnels, lead generation, and analytics.
- Well versed in all aspects of PC hardware, software, networking, and connectivity.
- Excellent communication skills and highly developed customer service acumen.
- Exceptional problem solving abilities, attention to detail, and decision making.
- All facets of electronic, mechanical, and structural diagnostics and repair.
- Widely recognized by peers and management as an authority on a diverse range of matters.
- Experience in audio/video systems, production, post-editing and grading, as well as deployment.
- Over six years experience in structural forensics and remediation working directly with licensed engineers.
- Extensive experience in the design, operation, and maintenance of high powered CO2 laser systems.

Employment History

John Jones Real Estate, LLC, Murfreesboro, TN

Digital Marketing Technologist, 12/2017 – 8/2019

Responsible for overall branding and content, videos, drone flights, web development, IT management, social media marketing and analytics, Multi-ERP systems integration and automation, and more.

Middle Tennessee Reprographics, Murfreesboro, TN

Director, Technical Services Division, 7/2005 – 12/2017

Responsible for all aspects of the Technical Services Division. Requires understanding and implementation of advanced electronics troubleshooting skills and resource management.

PRO-Found, Inc. / Warren Engineering, Smyrna, TN

Project Manager, 4/1998 - 6/2005

Responsible for coordination, oversight, completion, and inspection of all specialized technological projects. Instrumental in introducing new products, systems, metrics, and techniques to field technicians.

Paulo Products Co. Inc., Murfreesboro, TN

Plating Line Helper / Customer Service Representative

Responsible for scheduling, prioritizing, and inspecting materials while in process. Instrumental in meeting customer deadlines and ensuring complete satisfaction.

Middle Tennessee Two Way, Inc., Murfreesboro, TN

RF Communications Technician

Sold, serviced, and installed a variety of public service equipment. Erected and maintained radio towers. Streamlined installation processes allowing quicker turnaround.

Schklar Communications, Inc., Murfreesboro, TN

Signaling and Communications Technician

Installation and repair of vehicular two way radio, emergency signaling, and alarm equipment. Provided superior service specializing in government contracts.

Education

Nashville State Technical School, Nashville, TN
Riverdale High School, Murfreesboro, TN
The Webb School, Bell Buckle, TN
Tennessee Fire Service and Codes Enforcement Academy, Bell Buckle, TN

Professional Skills

- PC maintenance, repair, upgrade, and networking
- Experience in AutoCAD, Office, Lotus, Linux, Wordpress, Adobe CC, and others
- Operate skid steers, backhoes, excavators, forklifts, loaders, etc.
- Plumbing, electrical, industrial PLC's, and S.T.E.P. system installation & troubleshooting
- Steel design, fabrication, welding, erection, and demolition
- Equipment and vehicle preventative maintenance and repair
- Low voltage LAN, alarm, telecom, and CCTV installation and troubleshooting
- Familiar with micrometers, calipers, coating thickness meters, and other precision equipment
- Experience under various systems such as Sigma Six, QS9000, and ISO9002
- Read, understand, revise, and develop blueprints, schematics, technical drawing and manuals
- Board level repair and soldering including surface mount devices
- Highly functional executive and administrative capacity
- Extensive experience in the design, operation, and maintenance of Hi-Power CO2 Laser systems
- Audio/video setup, production, post-editing, and grading
- Intense perceptions and abilities concerning theoretical and abstract thinking and analysis
- Website development, search engine optimization, and social media integration
- Still and video recording, editing, and production with cinema quality equipment
- Social media and digital advertising, marketing, SEO, SEM, funnels, lead generation, and analytics.

References

Please See Attached

Volunteer Affiliations

Retired Asst. Chief / Board of Directors, Christiana Volunteer Fire Department
Retired Member, Emergency Management Association of Tennessee
Retired Member of the Tennessee Association of Rescue Squads
Supporter, Tiger Cubs, Pack 413, BSA & Troop 223, GSA
Proponent of Autism & EDS Awareness and research

Certifications

SKYWARN Storm Spotter BLS for Healthcare Providers (CPR & AED), American Heart Association
First Aid (Pediatric & Adult) for Community & Workplace, American Health & Safety Institute
Basic Firefighting & Live Firefighting, Tennessee Fire & Codes Academy
Trained Service Tech for Samsung, Sharp, Oki, Konica Minolta, Kyocera Mita, Motorola, Kenwood, and more
Mobile Electronics Certification Program (MECP), 1994
Remote Pilot Certificate, Federal Aviation Administration

Myers Briggs Typology Indicator Summary for Brian Keith Bell

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Type: ISTJ

The Dominant function is the perceptive one of Sensing. Characteristics associated with this function include:

- Likes looking at information in terms of facts and details
- Focuses more on the here and now rather than possibilities for the future
- Feels comfortable in areas of proven experience
- Takes a realistic approach

The perceptive Sensing function is introverted. That is, Sensing is used primarily to govern the inner world of thoughts and emotions. The ISTJ will therefore:

- Seek to develop a realistic understanding of the world as it is, in the light of what he/she observes
- Be pragmatic in nature, constantly learning to adapt to the world as it is now
- Observe in a subjective way, selecting and relating facts that others would not, and seeing those facts more in terms of impressions and significance than pure fact

The Sensing function is primarily supported by extroverted Thinking judgment, That is, thinking judgment is used primarily to manage the outer world of actions and spoken words. This will modify the way that the Sensing is directed, by:

- focusing the (inner world) Sensing on impersonal facts and logical options
- tending to spot flaws and injustices
- Making decisions on the basis of logical analysis that support the ISTJ's understanding of the world.

The classic temperament of an ISTJ is Epimethean, or Melancholic, for whom a basic driving force is duty, service and the need to belong.

Contributions to the team of an ISTJ

In a team environment, the ISTJ can contribute by:

- working hard and efficiently to complete tasks by the deadlines set
- sorting ideas and identifying those that are most practical
- applying a common sense approach to problem solving
- maintaining team focus on the objective
- contributing practical organizational skills
- applying procedures and methodologies
- applying relevant and realistic logical arguments

The potential ways in which an ISTJ can irritate others include:

- focusing too much on the current task at the expense of longer term or interpersonal issues
- not articulating his/her understanding of the situation
- not seeing the wood for the trees
- being too serious
- seeming to be inflexible
- not encouraging others to experiment or innovate
- not promoting his/her own ideas or achievements

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Personal Growth

As with all types, the ISTJ can achieve personal growth by developing all functions that are not fully developed, through actions such as:

- articulating more of the ISTJ's own views
- developing a long term vision, that avoids focusing on details
- developing a greater understanding of how people feel
- changing things on an experimental basis to see if they can be improved
- learning to promote the ISTJ's ideas and achievements to others, recognizing that others may well find them valuable
- making decisions on the basis of how others will feel, rather than objective considerations

Recognizing Stress

As stress increases, 'learned behavior' tends to give way to the natural style, so the ISTJ will behave more according to type when under greater stress. For example, in a crisis, the ISTJ might:

- find a place of solitude in which to think and work
- use tried and trusted means of solving problems
- direct or criticize others' efforts
- use pragmatic solutions at the expense of the long term

Under extreme stress, fatigue or illness, the ISTJ's shadow may appear - a negative form of ENFP. Example characteristics are:

- having a gloomy view of a future
- suggesting impractical ideas
- acting impulsively, and changing things without any thought
- having intense negative feelings towards others (though these might not be expressed)

The shadow is part of the unconscious that is often visible to others, onto whom the shadow is projected. The ISTJ may therefore readily see these faults in others without recognizing it in him/her self.



CAREER ANALYSIS

Motivational Appraisal of Personal Potential
for

Brian Keith Bell

Outline Evaluation

NARRATIVE INTERPRETATION

1.1 INTEREST IN JOB CONTENT

The Interest section identifies the ideal job content for the individual by identifying the human motivations and preferences, called Worker Traits, which he or she may bring to the job. These traits are listed in their order of motivational priority and are central to what motivates an individual or towards what the individual may exhibit high preference. Typically what one wants to do is that which he/she is most likely to do and do it often enough (including training for it) to transform the raw interest into real skills, and then, to stay on that Job.

Brian has natural preferences that engender curiosity about the nature of things and about “what makes things tick”. In addition, motivational levels are highest where activities allow thinking focused on the inquisitive, exploratory, analytical, and experimental. “Technical” orientation is often the interaction of two or more of these traits: Scientific, Natural/Outdoor, Mechanical, and Managerial. It is important to identify the other traits involved to determine whether Brian is more technical, scientific or systems-oriented or if these traits are balanced.

Brian prefers to be socially independent. This allows and often encourages activities that do not require or permit association or interaction with others during projects, shifts, or extended periods of time. Emphasis is not on what Brian is doing, but that it is willingly or intentionally apart from others, this trait, by itself, does not imply or suggest antisocial or selfish attitudes. It only identifies social independence for vocational or recreational activities. Scientists, engineers, persons engaged in agricultural vocations, and night-shift service workers that were rated often include this preference.

Once Brian has begun an activity, a priority (perhaps the highest motivational factor) is to get it done, reach the goal, get a grade, produce a finished product, get the prize, etc. Self-satisfaction is tied directly to completed achievement. Pride is taken in setting the target, pace, and/or schedule for almost all activities. Motivational levels drop and Brian can actually become frustrated, even stressed, when achievement is interrupted, terminated, rescheduled, or given a lower priority, thus delaying or preventing success in reaching the self-set or self-imagined goal. This is a major motivation or incentive common to self-employed persons, persons selling for commissions, and/or persons engaged in competitive activities.

Brian has a preference for physically working with things and objects, but that activity is probably secondary or a minor part of a more important activity, such as operating a vehicle as a part of his/her work. It is an asset to be handy with one’s physical talents, tools, appliances, etc.

Along with other mental activities, Brian is aware of abstract ideas and concepts. Ideas about new or different ways of doing things are commonly called innovating or inventing. Rather than creating in ways unrelated to present or past activity, Brian uses an abstract, innovative, and/or creative set of preferences, to extend or expand what already exists.

Brian’s preferences can include routine, organized, and methodical procedures, but this is not a need or dependency. Brian is most likely to adapt immediate preferences to change if it isn’t too sudden, radical, or disruptive. The predominant motivation is to strike a good balance between stability and flexibility.

Brian is interested in ideas, concepts, and meaning as part of perceptual and mental activities. Intellectual, theoretical and/or creative activities are balanced with other activities and do not have a priority or emphasis.

Brian enjoys associating and interacting with people but likes independence as well. So the activity, rather than people, is more than likely the deciding factor. Where mutual interest is the purpose for association, Brian willingly participates and cooperates. Where interests differ, Brian will independently pursue those interests.

Brian is moderately motivated to manage others on a social or organizational basis as part of overall vocational responsibilities and activities. Rather than functioning in the top executive or managerial position or role, Brian is possibly more comfortable with a position in middle management or as a group or team leader. Motivational levels of related traits can identify reasons and/or preferences for such management roles and responsibility.

Motivational levels are highest for Brian when in the limelight where recognition is earned, deserved, or given. However, there is no “ego trip” involved in the effort. Brian can comfortably function in the foreground or the background. Nonetheless, recognition is a motivating vocational factor.

1.2 PEOPLE

In this section seven people factors cover important activities related to the interaction of a person with other persons. These are very important for individuals motivated and perhaps even naturally talented or specifically trained for associating and interacting with people. They may also be important traits for certain “people intensive” jobs. (Low motivational or preference ratings in this section may also be quite positive and valuable, if occupations necessitate or require that an individual function apart from others. manage his/her own activities, or be satisfied with work in isolation.)

Brian is ready, willing, and perhaps even able (or trainable) to persuasively influence others with the intent or hope to convince them to agree with what is said. Because this trait is moderately motivated, Brian is probably not inclined to make a living by selling on a commission basis. Instead, persuasion is interactive with other traits and finds expression in other ways such as teaching, counseling, etc.

Brian has motivation and, more than likely, the natural talent for assertively negotiating or an adequate motivational level that supports training in that area. This includes strategic thinking, influential communication, analysis, and/or persuasion. Many traits are involved, and their motivational levels determine the amount of involvement and influence of each trait. Strategic thinking is considered a preferred key element.

Brian can be motivated in some situations to assume the responsibilities for planning, assigning, directing, supervising, and monitoring work activities of others. Preferences lean toward steady, on-site contact and interaction with those being supervised. Motivational levels are affected by the amount of responsibilities that include morale, attitudes, attendance, training, safety, and getting adequate quality and performance from employees.

Brian does prefer considering people both philosophically, and psychologically. This natural motivation towards an interest in people causes a personal, ethical interest in the potential and destiny of others. If that interest is reinforced by strong benevolence, Brian prefers to be active in service directly involved with and beneficial for others. It is important to see what motivational levels exist for Brian with regard to benevolence, gregariousness, managerial activities, persuasiveness and/or dedication to harmonious relations. Each or all of those traits can be interactive with this mentoring trait and strongly influence the if, how, and why that mentoring is done.

Brian is motivated to educate, which means to share knowledge that will be useful for the persons taught. Instructing can be in many forms: teaching, training, influencing, and demonstrating. It is done through various combinations of traits, and there are many traits that could be involved. So it is necessary to scan all Worker Traits to discover why and how Brian prefers to or is motivated to instruct others.

Brian is motivated to voluntarily communicate to others with the intent or hope that the information will be in their interest and for their benefit. At this motivational level, it is probable that Brian is more strongly motivated in benevolent and literary traits rather than just this persuasive trait. The persuasive trait here might have a lower motivational level; however, the sense of service responsibility will cause certain willingness, even duty, to communicate persuasively if warranted.

Brian is moderately motivated by being “on stage” in order to pleasantly influence others toward a particular viewpoint, objective, or product. Brian probably has moderate to high motivational levels in other gregarious and persuasive traits. Brian is comfortable with a spokesperson role, and may even prefer it or be personally energized by it. Brian is only moderately motivated within this trait, (s) he is probably not “stage-struck” toward entertaining or acting to the exclusion of other activities or responsibilities. The preference is more toward influencing rather than promoting or selling.

1.3 THINGS

Working with things, manipulation of materials and processes, and cognizance of operational and mechanical forces or objects, highlights this Worker Trait Code section. None of the factors in this section are directly related to people nor call for exclusive talents whether or not they exist within the individual. However, these factors do call for the interaction and interplay between mental, sensory, physical, and mechanical skills and/or abilities as possessed by the individual. If the individual has natural mechanical savvy, and likes to work with his/her hands, this becomes a highly important and relevant Worker Trait Code section.

Brian is motivated toward activities involving mechanical engineering, including: 1) mechanical awareness of assembly, fabrication, operation, leverage, motion, force, and power, 2) design and/or draw technical plans, 3) technical, statistical, and numerical analysis, and 4) layout and installation. This highly motivated engineering orientation probably means professional dedication to a major engineering vocation.

Brian is highly motivated to participate in activities where awareness of technical and mechanical standards as they relate to quality and precision is paramount. Concentration and focus within these activities are most likely a strong attribute for Brian. (NOTE: Precision, quality, and standards are natural, highly developed elements of perception, thinking, and logic. This is a very important preference in industries where production, maintenance, and repair require exact precision, high quality; almost zero in allowable defects or error).

Brian's motivations support ability to running/managing fixed machine operation, and the responsibility for machine performance, condition, output, and quality. (NOTE: This necessitates constant awareness of what is happening with the machine itself, with the processes being done by the machine, with materials going into the machine, quality of materials coming from the machine, and how and when to make adjustments and provide maintenance). A number of functions are involved and require a variety of talents that Brian either has or is motivated to learn, the most important being machine savvy, alert monitoring of operations, and coping with routine.

Brian has motivational levels that support operating heavy, mobile equipment such as trucks, earth-movers, cranes, etc. (NOTE: Sensory/physical skills are involved and important: e.g., coordination, dexterity, timing, spatial awareness: size, shape, distance, dimension, perspective, relationship; depth perception). Because motivational levels are only moderate for equipment operation, Brian identifies more with the required talent or abilities rather than with the equipment i.e., "it's another job". Nonetheless, persons whose natural preferences support a natural mechanical savvy are always interested in tools, appliances, machines, or equipment. Moderately motivated, this operator trait is probably not occupationally specialized.

Brian's motivational level supports the ability (either existing or because of pending training) to be perceptive and alert relative to monitoring operational processes by use of technical recording instruments. This includes remaining interested, alert and responsible throughout steady operational shifts. This activity could appropriately be called operational/clerical because it means monitoring what is going on.

Brian has moderate mental/sensory/physical preferences for handling material processing. This may or may not involve machines or machine operation. It basically means motivation to manage (i.e., functionally manipulate) things at hand from one place to another, from one process to another, from one material state to a new one because of the process. This can be machine work or craft work or even supervising ("bossing") the work of people.

Given the hill description of any activity requiring a sensory/physical aptitude for feeding materials into machines or of bearing materials from machines efficiently and steadily, Brian's preferences for being involved start at a moderate motivational level. Such activity is usually associated with assembly line processing. It is important to review other worker trait factors to determine if and how long Brian would remain motivated and how that level would effect tolerance, or coping with being locked in with machine-mandated performance. One must be content with this kind of activity before one can be satisfied by it or motivated to continue doing it.

Given the option to participate where an aptitude for manual labor or basic labor activities is required Brian's preferences for participation is moderate. This type of activity involves easily used craft tools, repetitious activity, recognizable detail, outdoor physical exposure, and minor problem solving. It is most often a helper position that can be handled with minimum skill, training, instruction, or supervision. Please note the word "aptitude" which means ability to do something, with no mention or inference about whether the person wants to do it or gains satisfaction from it. It is, therefore, necessary to see other worker traits to determine if Brian has supportive motivational levels for such work to be satisfying on a steady basis.

1.4 TOP TEN VOCATIONAL AREAS

In this section MAPP presents those ten occupational titles with the highest motivation and greatest potential for the individual's success. When people are searching for careers or being considered for jobs, this list of the ten top occupations should be given serious consideration.

Trade Management: plan, oversee craft activities 1
Accounting, Auditing: analyze, compare, report 1
Industrial Engineering: plan, direct, install, erect 1
Investigate/Protect monitor, enforce regarding regulations 2
Industrial Training, Systems, processes, machines 2
Recreation/Amusement: challenge, risk competitive 2
Engineering, Scientific, Technical Coordination 2
Material Analysis/Physical Science: test regarding specs 2
Scientific Research: probe, analyze, experiment 2
Medical, Veterinary: diagnose, treat, prescribe 2

Letter of Recommendation

April 16, 2016

To Whom It May Concern:

I am privileged to offer up this letter of recommendation for Brian Bell. I have been acquainted with Brian for approximately 19 years and wish to affirm his strong personal work ethic with any project or challenge he so chooses to accept. Brian possesses an impeccable business ethic, coupled with admirable operating principles.

Brian has demonstrated a sense of personal responsibility and accountability for his actions. A keen sense for the abstract, Brian has exhibited above average intelligence, patience, reasoning, and understanding. Brian has proven to take the lead when others have chosen not to engage. At the same time, those that chose not to engage were encouraged by his leadership ability and supported his efforts. Brian can contribute both tactically and strategically with the ability to take a project from conception to fruition. He can work collaboratively or independently of others, all the while communicating up and down stream.

Brian has a high competency with understanding customer satisfaction with the ability to exceed their expectations. He has demonstrated a proactive eagerness for continuous improvement, improving efficiencies, procedures, and metrics for evaluation. Brian possesses an above average mechanical and technical aptitude serving him well when assigned to challenging projects.

Brian is a very personable individual with the ability to develop relationships at all levels, placing the needs of others above the needs of his own, demonstrating servant leadership. He would be a strong asset to any organization bringing added value to the core business. You would find him honorable, trustworthy, and committed to the goals and success of the organization and willing to make the sacrifices required to assist the organization to their next level.

Sincerely,

Don A. Marchant
President

First Pacific Funding, Inc.
Murfreesboro, TN

References

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