

## **PAUL E. CALES**

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### **PROFESSIONAL OBJECTIVE:**

To successfully apply my writing and communication skills with my creativity, my experiences, and my education to a challenging, new job opportunity.

### **EDUCATION:**

**Bowling Green State University**, Bowling Green, Ohio Aug. 99 - Present  
BA Major: English Literature Minor: History Aug. 91 - Dec. 91  
BFA Major: Creative Writing Minor: Technical Writing  
GPA: 3.48 Rank: Senior (expected graduation: May 95)

**The University of Toledo**, Toledo, Ohio Aug. 85 - Dec. 87  
BA Majors: Public Relations and Broadcasting Minor: History  
GPA: 3.13 Rank: Junior

**Perkins High School**, Sandusky, Ohio Aug. 81 - June 85  
**College Preparatory Curriculum**, including 4 years of Honors Mathematics, 4 Years of Honors Sciences, 4 years of Honors English, and 2 years of Latin. *National Honor Society*  
GPA: 3.35/4.0 Ranked: 19th of 168

### **Related Experience:**

Macintosh and IBM proficient; capable of troubleshooting hardware, software, and networking. Experienced with Adobe Illustrator, Adobe Pagemaker, Adobe Photoshop, Filemaker Pro, Macro-media Dreamweaver, Microsoft Excel, Microsoft Powerpoint, Microsoft Word, and QuarkXPress

### **PROFESSIONAL EXPERIENCE:**

**Renaissance Partners, dba da Vinci's Distinctive Impressions**, Toledo, Ohio  
*Owner/Manager* July 97 - Dec. 98

- Built new business from scratch, including construction, purchasing, systems & operations
- Created budgets, established credit and accounts, established prices, services, and vendors
- Processed payroll, taxes, accounts receivable & payable, daily & monthly sales recaps, P&L's
- Hired, scheduled, assigned, trained, supervised, evaluated, disciplined, & fired co-workers
- Created advertising materials and marketing plan; developed sales program & materials
- Installed computer and phone networks, developed operations and recordkeeping software

**Kinko's, Inc.**

*Manager - Chicago XIV, Illinois (Region 48)* June 97 - July 97  
*Manager - Chicago X, Illinois (Region 48)* Mar. 95 - July 97  
*Manager - Chicago IX, Illinois (Region 48)* July 96 - Dec. 96  
*Manager - Lincolnwood, Illinois (Region 47)* Mar. 95 - July 95  
*Manager - West Lafayette II, Indiana (Region 45)* Sep. 93 - Mar. 95  
*Manager - West Lafayette I, Indiana (Region 45)* Nov. 92 - Sep. 93  
*Supervisor - Toledo I, Ohio (Region 66)* May 91 - Nov. 92  
*Key-Op - Toledo I, Ohio (Region 66)* Mar. 91 - May 91  
*Supervisor - Toledo I, Ohio (Region 66)* Jan. 88 - Oct. 88  
*Cashier - Toledo I, Ohio (Region 66)* Aug. 87 - Jan. 88

- Refer to following page for details of responsibilities and experiences

**Ice Phoenix Enterprises**, Toledo, Ohio  
*Director of Marketing and Operations* Dec. 87 - Dec. 91

- Compiled, edited, and scheduled projects for publication
- Prepared distribution, advertising, and marketing for all projects
- Filed for appropriate copyrights, trademarks, and licensing on projects
- Hired, directed and supervised freelance writers, artists and designers for projects
- Performed administrative duties (i.e. budget creation, payroll)

**Snappy Car Rental #321**, Canton, Ohio  
*Manager/Sales Trainee* Aug. 90 - Mar. 91  
*Manager Trainee* July 89 - Aug. 90

- Prepared billing and resolved billing questions/problems
- Completed 15-20 sales calls per day, completed daily and monthly reports

### **TRAININGS:**

Dale Carnegie Course in Effective Speaking and Human Relations (1996)  
American Management Association's Essential Business Skills (1995)  
Covey Leadership Center's Seven Habits of Highly Effective People (1994)  
SkillPath Seminar on Managing Multiple Projects, Objectives and Deadlines (1993)  
Kinko's of Illinois Human Resources Training (1995)  
Kinko's Intermediate Manager Training (1993)  
Kinko's New Manager Training (1992)

### **ACTIVITIES:**

Kinko's of Illinois Operations Manual Rollout Team (1996)  
Kinko's/TESOL Convention Coordinator (1996)  
Kinko's of Illinois Recruitment and Retention Task Force (1995-96)  
Kinko's of Illinois Holiday Party Committee (1995-96)  
Kinko's of Illinois' Recruitment Department Job Fairs (1995-96)

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KINKO'S , INC.:

### *Manager - Chicago XIV (Region 48)*

June 97 - July 97

This branch was developed as a small satellite office of Chicago X in a major walkway leading to downtown Chicago from Union Station. I developed plans for staffing and equipment as well as quick response programs for transferring materials and projects between the two locations.

### *Manager - Chicago X, Illinois (Region 48)*

Mar. 95 - July 97

My initial concern was hiring and preparing store systems for this new branch. I also was given the responsibility of overseeing construction and ordering all furniture and fixtures, machines, supplies, computer systems, signage, safe, security systems, and more. Following the opening, I focused on increasing sales and profitability while maintaining high service and quality standards.

- Created and executed direct marketing and advertising plan for first year
- Increased sales up to 65% over each previous month during first nine months
- Profited 15% in third month with up to 25% profit in later months
- Facilitated region-wide Computer Services meetings to build consistency & communication
- Trained and aided four new managers and three assistant managers within region on management responsibilities, P&L training, HR issues, and cash control/theft problems
- Provided payroll and profit tracking programs and trained all managers in corporation
- Co-worker turnover at 2.5% during first year
- Awarded for lowest Percentage Cost of Supplies in Kinko's of Illinois in 1996
- Commended by founder and chairperson Paul Orfalea during keynote speech at Company Meeting (1996) for organization of branch and motivation of co-worker team

### *Manager - Chicago IX, Illinois (Region 48)*

July 96 - Dec. 96

I was asked to take this experimental branch and make it more successful and profitable. My focus was placed on building sales for specialty systems such as video conferencing, rental Office Suites, and Oversize Color printing, while streamlining normal branch services for greater profitability.

- Re-machined/reorganized branch to reduce costs and to increase workspace and efficiency
- Awarded for 2nd best Customer Service rating in Kinko's of Illinois during 1996
- Reduced machine costs, supply costs & payroll costs by up to 8% each

### *Manager - Lincolnwood, Illinois (Region 47)*

Mar. 95 - July 95

While delayed on opening Chicago X, I was asked to temporarily manage this store after dismissal of the previous manager. Customer service, training, and store systems were weak and required direct improvement. I stayed until a new manager was chosen, and I worked to develop her skills.

### *Manager - West Lafayette II, Indiana (Region 45)*

Sep. 93 - Mar. 95

Upon closing West Lafayette I, I combined all operations into this location while a new Lafayette site was opened. My layout plans were used for a complete remodeling and expansion of the branch, and the addition of more products, services, and machines led to increased sales and profits.

- Redesigned unused basement for use as storage space and production center
- Comment Card responses improved to above national average; eight perfect mystery shops
- Increased sales up to 45%, 30% on average; exceeded store records twice
- Profits averaged 18% with further growth potential available
- Trained and aided three new managers within the region on management responsibilities
- Provided temporary management at two locations during unusual circumstances
- Co-worker turnover was 0% during the last full year of my term as manager
- Commended by founder and chairperson Paul Orfalea via KVMX and cover article of company Newsletter (September 1994) for cleanliness, order, and systems of the store

### *Manager - West Lafayette I, Indiana (Region 45)*

Nov. 92 - Sep. 93

Four managers had left this store in less than three years prior to my arrival. Cash controls, quality systems, training, and CourseWorks tracking were non-existent and had to be created from scratch. Machine maintenance, production systems, store layout, and processing of all paperwork had to be completely overhauled. A new staff had to be hired, and everyone had to be retrained.

- Rebuilt CourseWorks program from a previously faltering system; doubled packet sales
- Received perfect scores on all three CourseWorks audits during my tenure
- Comment Card responses improved to above national average; five perfect mystery shops
- Increased sales over 30% on average; exceeded store records twice
- Reduced losses in weak months and increased profits to best in four years
- Developed proposal for closing location and merging with West Lafayette II store after disappointing sales following cancellation of CourseWorks program

General Management Responsibilities:

- Interacted with customers, suggested appropriate services, and asked for feedback on store
- Solved customer complaints, answered customer questions, & developed a callback system
- Hired, scheduled, assigned, trained, supervised, evaluated, disciplined, & fired co-workers
- Performed administrative duties (i.e., payroll, P&L review, EOMs, proposals to regional)
- Delegated and oversaw ordering, quality control, inventory, departmentalization
- Responsible for supervising up to 46 co-workers, averaging 23 co-workers per branch