

# Charles Woollett

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## Business Executive – Achievements

(Marketing/Advertising/Sales)

### Conceptual thinker – Imaginative story teller – Persuasive communicator

- **Achieved** profitable gains (25% increases + involved in multi-million dollar developments)
  - **International** Marketing, Advertising, Promotions & Sales (**\$10M** in six months)
  - **Strategic** alliance builder – strong negotiation, oral, written & communication skills
  - **Commercially** versed – successfully agile in all business enterprise models
  - **Interactions** with ground floor associates to CEO's, and executive level decision makers
  - **Organizational** initiatives – Strong business acumen – Delivers extra effort, performs@212°
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## Professional Value

**CPBW international** – *Connecting Business 2 Business* - USA, Canada, Mexico & Costa Rica - **1990 to date**

### Business Consultant

Industry sectors including:

**Hi-Tech, Start-ups, Int'l Hotels/Resorts/Cruise, Travel, Automotive, Broadcast, Media**

- Brand Imaging - Business Development - Venture Capital – Promotions – Marketing Communications
- Ad strategy – Public Relations – Production design (print, film, radio, TV, viral internet)
- Executive Business & Advertising Agency Client Liaison – Producer, Director, Writer & Talent

See: [www.cpbw.net](http://www.cpbw.net) for details

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## Personal Profile

**Talent** & early experience gained as ad writer, voice-over (Radio & TV) US/Canada & Assistant Film Producer, UK

**Jack Nicholson** parodies as seen on You Tube and ICNAnswer: [http://icnanswer.com/media/media\\_introtojack.html](http://icnanswer.com/media/media_introtojack.html)

**Freelance** writer for various publications, Celebrate Magazine (AR), The Times (CR) & Escapes (www)

**Community** volunteer & fundraiser: Save the Children (CR), Seniors & Alzheimer's Assoc., Wildlife Refuge (AR)

**Educated** privately: Knox School, Sydney Australia, St Georges, Vancouver, Canada, Hawaii Preparatory Academy

**Vision Statement:** “*With limitless imagination – anything is possible*”

**Future Goal:** Complete children's book and develop into animated film

**Most recent books:** Code of Honor, Audacity of Hope

**Favorite food & music:** Italian, French Thai – Bocelli, Krall & Stones

**One word that describes me:** Enthusiastic