

RYAN CUSTER

Commitment | Integrity | Leadership

CONTACT

 Grapevine, TX 76051
817.692.6317
 ryan@usters-creations.com
 www.custers-creations.com

STATEMENT



Results-driven and hardworking visionary business professional skilled at proactively participating in all aspects of business development and management from operations and finance to marketing and human resources. Effective leader with a business degree from Baylor University, well developed communication skills and excellent multitasking abilities. Accomplished entrepreneur capable of identifying new opportunities and sustaining extraordinary business growth.

EDUCATION

Baylor University
Hankamer School of Business
August 2002 - May 2006

Bachelor of Business Administration

Double Major | GPA: 3.67/4.00
Entrepreneurship & Real Estate

EXPERIENCE

Procurement Manager / Corporate Buyer / B2B Sales

AP&J Recycling / Fort Worth, TX / 2020 - Present

- Driving growth through practical, results-driven waste and recycling solutions for manufacturers, distribution centers and industrial facilities.
- Specialize in plastic processing, landfill diversion and secure product destruction, working closely with clients to streamline their waste programs while improving sustainability outcomes.

REALTOR®

Pinnacle Realty Advisors / Dallas, TX / 2017 - 2020

- Develop business leads and deliver outstanding customer service
- Advise clients on market conditions, prices, mortgages, legal requirements and related matters
- Negotiate and arrange real estate transactions that contain elements of marketing, sales and administration

IT & Creative Business Solutions

Custer's Creations / Grapevine, TX / 2015 - 2020

- Highly experienced webmaster and consultant with large client base
- Offer a wide range of creative & information technology services for online retailers and small businesses
- Apparel, logos, presentations, branding, product packaging, print media, websites
- Design responsive web UI and contribute copywriting for target demographic
- Create media graphics and icons for mobile applications
- Enhance, upgrade and maintain multiple corporate websites through several different technology platforms
- Held multifaceted responsibilities to configure, install and administer network infrastructures

Director of Operations

CryoPen, Inc. / Southlake, TX / 2014 - 2015

- Oversee daily operations of the business to ensure goals are achieved
- Responsible for managing activities that are part of the product of goods and services
- Take care of financial needs and find ways to improve the performance of the organization

Founder & CEO

COUGAR® Energy Drink / Trophy Club, TX / 2009 - 2014

- Managed process of a consumer product line from concept to creation
- Developed and implemented business plan and strategy; identified and exploited new opportunities
- Pro-actively participated in all facets of the company and worked closely with other executives in order to sustain growth and stabilized the business
- Built and maintained professional relationships with potential partners and investors
- Design and develop online presence, e-commerce, social media campaigns
- Led and managed monthly meetings; oversaw company operations including international sales
- Featured on Season 3 of ABC's Shark Tank Season Finale

Surveillance Analyst

Centerline Capital Group / Las Colinas, TX / 2006 - 2009

- Sizing and underwriting Bridge, Conduit, A/B-Notes and Mezzanine Loans
- Analyze and model property performance using proprietary software
- Engagement of and interaction with attorneys, receivers, management companies, appraisers, environmental engineers and surveyors

Assistant Manager

General Nutrition Center / Waco, TX / 2001 - 2006

- Operated stores independently open to close
- Responsibilities included product knowledge, customer relations, inventory management, pricing, competition analysis and employee management
- Awarded numerous bonuses for ethics, business practices and exceeding sales goals
- Frequently honored as the GNC Employee of the Week

ACHIEVEMENTS

- First sales representative for AP&J Recycling (2019 startup) contributing to annual revenue over \$8 million
- Founded a consumer product brand that expanded into the global market with international sales
- Featured on ABC's Shark Tank Season 3 Finale
- Guest appearance on Steve Harvey's syndicated daytime talk show "Steve"
- Susan G. Komen sponsor and proud supporter of multiple female organizations across the country
- Completion of GNC's 3-Step Program for Satisfying Sales and Customers

LICENSES

TREC Real Estate Salesperson

License #557912

Achieved May 2006

Heavy Equipment Operator

Forklift | Order Picker | Electronic Ladder

Certified 2019, 2025

AWARDS

Website of the Year

Campus Crime Stoppers Developer
19th Annual Texas Crime Stoppers Conference

Employee of the Year

General Nutrition Center
Awarded for Exceeding Sales Goals

Culinary National Champion Consultant

Byron Nelson High School

Students were awarded

\$100,00 Scholarships

Full-ride to the Culinary Art Institute

Academic Scholarships

Baylor University's Provost
PGA of America
Academic All-State Texas State High School Football Scholar Athlete
Ranked #9 of 327 | Class of 2002

Team Captain

Elected for Leadership & Character
High School Football Captain | 2001, 2002
Baylor Club Baseball Captain | 2005, 2006
Selected 1st Team All-American Baylor
Baseball Gulf Coast Conference | 2005

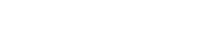
MEMBERSHIPS

MetroTex Association of REALTORS®

National Association of REALTORS®

Member since 2017

INTERESTS



People & Family

Health & Wellness



Art & Design

Motorcycles



Career Success

Learning New Skills



Outdoors

Sports