

# RYAN CUSTER

Commitment | Integrity | Leadership



## CONTACT

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## 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

## SKILLS

### PROFESSIONAL

Business Process Development  
Procurement / Sales Processes  
Plastics / Manufacturing  
Financial Planning, Reporting & Analysis  
Real Estate Advisor and Negotiator  
Asset Management / Loan Workout  
Consumer Products Positioning & Sales  
Drone Operator / DJI Pilot  
Graphic Design / Creative Director  
Digital Marketing / Social Media  
Web Development Client / Server Side  
E-Commerce / CRMs / CMSs / SEO  
IT Administrator / System / Network

## SKILLS

### TECHNICAL

**Programming Languages:** HTML5/CSS3, PHP, Javascript  
**Operating Systems:** Windows 7, Windows 10, Windows 11, Windows Small Business Server  
**Software:** Adobe Photoshop, Adobe Illustrator, Adobe Fireworks, Adobe Dreamweaver, Adobe InDesign, Microsoft PowerPoint, Microsoft Word, Microsoft Outlook, Microsoft Excel, cPanel, WordPress, Salesforce, Stripe, Quickbooks, Dropbox, Box, Google Webmaster Tools, Google Analytics, Google Adwords, Zoho, Magento, ClickCartPro, Shopify, PinnacleCart, WooCommerce  
**Hardware:** Desktops, Laptops, Servers, Workstations, Routers, Switches, Modems, Patch Panels, Dell Sonicwall, Printers, Scanners, Plotters, Peripheral Devices, Network Wiring

## LICENSES

**TREC Real Estate Salesperson**  
License #557912  
Achieved May 2006

**Heavy Equipment Operator**  
Forklift | Order Picker | Electronic Ladder  
Certified 2019, 2025

## MEMBERSHIPS

**MetroTex Association of REALTORS®**  
**National Association of REALTORS®**  
Member since 2017

## 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.

## 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

## 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

## INTERESTS

- People & Family
- Art & Design
- Career Success
- Outdoors
- Health & Wellness
- Motorcycles
- Learning New Skills
- Sports