

# RYAN CUSTER

Commitment | Integrity | Leadership



## CONTACT

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

## EDUCATION

- Baylor University**  
Hankamer School of Business | Waco, TX  
August 2002 - May 2006
- Bachelor of Business Administration**  
Double Major | GPA: 3.67/4.00  
Entrepreneurship & Real Estate

## SKILLS

- PROFESSIONAL**
- Financial Planning, Reporting & Analysis
- Real Estate Advisor and Negotiator
- Asset Management / Loan Workout
- Consumer Products Positioning & Sales
- 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:** HTML/CSS, PHP, Javascript
- Operating Systems:** Windows Vista, Windows 7, Windows 10, Windows Small Business Server 2011
- 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

## MEMBERSHIPS

- MetroTex Association of REALTORS®**  
Member since 2017

## STATEMENT

Results-driven and hard working visionary business professional skilled at pro-actively 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

- Freight Associate (Overnight Crew)**  
The Home Depot / Southlake, TX / 2019 - 2020
  - Responsible for freight and inventory control within a fast paced, physically demanding environment
  - Received recognition for completing freight processes while significantly understaffed
  - Provided a friendly customer service experience by applying my knowledge in a quick and helpful manner
  - Certified Lift Truck Driver: Order Picker, Reach Truck, Electronic Ladder and Forklift
- REALTOR®**  
Pinnacle Realty Advisors / Dallas, TX / 2017 - Present
  - 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 - Present
  - 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

- 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
- Official beverage of *Guns and Hoses* and donator to the *Wounded Warrior Project*
- Completion of GNC's 3-Step Program for Satisfying Sales and Customers

## AWARDS

- Academic Scholarships**  
PGA & Baylor University's Provost  
Academic All-State Scholar Athlete  
Ranked #9 of 327 | Class of 2002
- Website of the Year**  
Campus Crime Stoppers Developer  
19th Annual Texas Crime Stoppers Conference | 2013
- Employee of the Year**  
General Nutrition Center  
Awarded for Exceeding Sales Goals | 2004
- Culinary National Champion**  
Byron Nelson High School Consultant  
Students received \$100,00 in scholarships and offered a full ride to the Culinary Art Institute | 2015
- 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

## INTEREST

- Reading Magazines
- Natural Photography
- Building a Cookbook
- Technology
- Computers
- Learning New Skills
- Playing Sports
- Writing Goals