
ALAN R. (RANDY) ISENBERG

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SUMMARY

Responsible entrepreneurial business manager who has incorporated such various mass communication strategies including public relations and digital skills in order to meet the economic and cultural challenges of a changing 21st century workforce.

SKILLS

- Advertising sales
- Promotion
- Media Buying
- Marketing

ACADEMIC EXPERIENCE

ADJUNCT PROFESSOR ...PRINCIPLES OF MARKETING ...3343...TEXAS STATE UNIVERSITY...FALL 2018

Face-to-Face Instructional Method...topics: Strategic Marketing and its Environment; Marketing Research and Target Markets; Customer Behavior and E-Marketing; Product and Price Decisions; Distribution Decisions; Promotion Decisions...

ENTREPRENEUR-INVESTOR

- Real Estate-Construction, Buying, Selling, Leasing
- Advertising-Sales, Promotion, Media Buying and Selection, SEO Management
- Recreation-Sports, Food and Beverage
- Technology-Financial Software
- Created local Television Program that was number 1 in local market for 39 weeks

ENTREPRENEUR-MANAGEMENT

- Implemented comprehensive Advertising, Marketing, Public Relations, and Sales Strategies in diverse market
- Lead a diverse group of 100 independent business persons to unite to form one Super "Trade Show, and to create a program that successfully tackled an industry wide problem of customer retention
- Owned and operated diverse businesses including recreation centers, furniture stores, advertising agencies, real estate development and management, marketing and advertising
- Chemical Solutions Sales to the Marble, Granite, and Surfaces Industry: Established Distributorships, created online catalogues and content. Diversified user base to include major hotel conference centers, pressure washer professionals, and major office maintenance professionals

INVESTMENT ADVISER

- Morgan Stanley: Vice-President, Directors Club
- Wachovia Securities: Vice-President
- Evolve Securities: Vice-President

LEGAL MARKETING AGENT AND INTAKE SPECIALIST

- Implemented SEO Marketing Strategy
 - Developed Cloud Based Dashboard and Systems
 - Intake and consulting for offices in Austin, Victoria, Chicago, and Atlanta
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CHARITABLE AND COMMUNITY LEADERSHIP

Honored as the recipient of the Employer of the Year for hiring citizens with special needs

————— **STATE OF TEXAS** —————

Chairman of the Economic Development Council implementing a program that provided 600,000 gas shut off valves and converted an underutilized area into a recreational lake and library

————— **LOS ANGELES, CALIFORNIA** —————

OTHER HONORS

- Active member of numerous hospital boards
- Wheels for Humanity
- Major League Baseball Alumni Association
- Honored as Community Business Person of the Year
- Proprietor of the Year

EDUCATION

MASTERS BUSINESS ADMINISTRATION

FINANCE

WOODBURY UNIVERSITY

Burbank, California

BACHELORS BUSINESS ADMINISTRATION

MARKETING

THE UNIVERSITY OF TEXAS AT AUSTIN

Austin, Texas

REFERENCES

ROBERT BAJACKSON

SENIOR LECTURER

TEXAS STATE UNIVERSITY

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