

## Professional Résumé

**Larry E. Bell**

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**Interests:** Advertising, Government, Media, Law, Audio Books, *Light*,

**Associations:** Kappa Alpha Psi Fraternity, Churches, NAACP, AMA

### TALENTS, SKILLS AND ABILITIES

Good vision, writer, intelligent, color photographer, website designer, handyman, car mechanic, salesman, speaker, famous, politically informed, legal researcher, business wise, focal point, 180lbs.

### EDUCATION

**University of California, Berkeley:** MBA-Marketing (3.4gpa).Fraternity President, Produced dances.

**Sacramento State College:** B.S. Degree – Management, 1970, Freshman basketball player.

**Grant Union High School:** Perfect attendance. Basketball team captain. Athlete. 5’8”.

### WORK EXPERIENCE

**Litigator:** Won appeal. Researches and writes pleadings. Five years experience. Politically active. Not an attorney, nor member of the State Bar of California.

**Entrepreneur,** StarGenesis.Net.: Records audio book, Writes extensively, Creates photo CD's. Designs and Programs website. Copyrighted Business and Marketing Planning Workbook. Uses Photoshop, Corel Print Office, Microsoft Word, WinFax Pro, Acrobat, spreadsheets, Internet Security, and Nikon SLR.

**Business Planner,** Gold Bell Records: Wrote \$12 Million business plan. Met entertainment stars. Joined NARAS. Spoke on radio.

**Telemarketer,** MCI: Became top salesman in S.F. telemarketing office. Name conflict with Bell.

**Printing Manager,** CSC: Quadrupled print production. Efficient printing and distribution of Medical provider directives for contract with Department of Health. Managed Supervisors and 50 subordinates.

**President and Chairman of the Board,** Genesis Cards: Created greeting card publishing company. Photographed and directed professional photographers. Edited card verse. Wrote advertising. Trained Sales Manager. Managed up to 20 employees. Traveled nationally for four years. Became famous name in television and newspapers. Learned to accurate project sales and cash flow. Managed bookkeeper audit of accounts receivables and collections. Found embezzlement. A disability ensued. Books to result.

**Lecturer,** Cal State University: Successfully taught advertising planning and management.

**Account Executive,** McCann-Erickson: Serviced executive clients in banking (Wells Fargo), brokerage (Dean Witter), wine (United Vintners), and paint (Flecto). Administered \$5 million advertising budget.

**Business Developer,** West Oakland CDC: Wrote Marketing Plans.

Sacramento, California, U.S.A.