

Rob Crewe, BBA

robcreweaudio@gmail.com (902) 456-8742

MARKETING / EMPLOYEE BENEFITS / SALES TRAINING & SALES COACHING

- **Bachelor of Business Administration** (Marketing): Mount Saint Vincent University
- Extensive experience with Employee Benefits, Pensions, Short and Long Term Disability Insurance, Health, Dental, (Design, Renewals and implementation)
- Over 20 years experience in complex/high-end sales, business to business transactions, sales and product training and learning environments
- Well versed in building mutually beneficial, long term relationships with clients and suppliers
- Confident in speaking to large groups in a Board Room, Class Room and/or television and radio
- Effective sales training, product representative, video explainer, one to one mentoring and skill building

TECHNICAL / AUDIO-VIDEO

- **Certified Audio Engineer:** Center for Arts and Technology
- Over 20 years of experience in both Studio and Live Sound (Analog & Digital) Production
- 6+ Years experience as a Technical Audio/Visual Installer/Systems Integrator/Security Systems/CCTV
- 4+ Years experience in Event Coordination/Artist Management for various acts and venues
- 3+ Years experience with Multi-Camera Event Video Live-Streaming, Video Capture and Editing
- Recipient of 2008 ECMA Stompin Tom Award, as a member of "The Ducats"
- 2020 ECMA Nominee for Blues Recording of the year
- Demonstrated ability to adapt quickly to new methods and technologies
- Proficient in various music/film and Business related software such as: OBS, Streamlabs, ProToolsHD, Avid Media Composer, FCP-X, Logic-X, RX6, Soundminer, MSWORD, Power Point, Excel, Adobe Illustrator, Adobe Audition, Adobe Premiere, Roland, Black Magic, Q-Sys, Crestron and more

TECHNICAL WORK HISTORY

FREELANCE AUDIO ENGINEER

2010 - Present

Working on location, remote on site, or from my own, home A/V Studio, Freelance Audio Engineer/Producer/Educator for many of the best firms in HRM: Egg Studios, JourneyMan Films, RPM Productions, NSLC, Curtis Customs, EastlinkTV, Scotiabank, Stillwater Studios, & More

- Recording, Mixing, Re-Recording, Music, Audio, Dialogue, Sound FX, Audio Post Production, Sound Design, Foley, ADR & more
- Designing, Building and Installation of Acoustic Treatments
- Design and implementation and operation of various multi-cam Live Stream systems and events

AUDIO/VIDEO CONSULTANT

2014 - Present

Sales, Maintenance, Installation and Training/Education and Video Switching for Live Video Production for Various A/V Firms and customers: The Music Room, Nova Communications, Maritech Security, IVANS-A/V, 3D-Datacom, Harmony Bazaar Music Festival, Freemans, Ria Mae, Tom Bedell, Pizza Town & More

- 70v Audio Systems, Commercial Video Walls, Video Conferencing (Commercial and Educational) and Security Systems and CCTV Systems
- Multicam Video Switch, Live Stream system design, implementation. Multicam Video Editing.

ATLANTIC SALES REPRESENTATIVE, Advanced Audio Microphones, Halifax, NS

2014 - 2017

Starting from Scratch, Helped a Vancouver Basement Pro-Audio Microphone Brand gain international success.

- Secured multiple variations of the brands domain name in various forms (.com, .ca) and redirected all traffic to one site.
- Successfully used Social Media to advertise and spread brand awareness

AUDIO PRODUCER, Bell Media, MBS Radio & CHUM Radio, Halifax, NS.

2014 - 2017

Assistant to George Massenburg, Tour Tech Annual Convention, Dartmouth, NS

2010

RECORDIST/MIXER, Soundtronics Studios, Portauxbasques, NL.

1987 - 1992

A/V INSTALLER & SALES, RadioShack, Portauxbasques, NL.

1985 - 1992

EMPLOYEE BENEFITS, FINANCIAL & TECHNOLOGY, SALES, COACHING & TRAINING

INSIDE SALES , SolutionInc.com, Halifax, NS	2022 - Present
PENSION ADMIN , Manulife/John Hancock, Halifax, NS	2022 - Term
FINANCIAL CONSULTANT , MD Management, Halifax, NS	2007 - 2008
• Provided Financial Planning, Investment, Insurance, Banking and Will and Estate Planning services to Physicians throughout HRM and South Shore, Nova Scotia	
FINANCIAL CONSULTANT , Scotia Private Client Group, Halifax, NS.	2004 - 2007
<ul style="list-style-type: none"> • One of only two consultants in Nova Scotia providing financial planning to high net worth clients within the Scotia Bank network • Provided seminars and training sessions for product knowledge and sales skills to branch staff and client groups 	
BENEFITS CONSULTANT , Fraser & Hoyt Benefits, Halifax, NS	2003 - 2004
<ul style="list-style-type: none"> • Successfully increased market share of Employee Benefit customers in Halifax Metro area through effective prospecting, networking, and cold calling efforts • Advised clients and educate staff on the most appropriate Group Insurance and/or Pension alternatives 	
ACCOUNT MANAGER , Credit Union Insurance Services, Halifax, NS	2002 -2003
<ul style="list-style-type: none"> • Effectively managed a territory of Credit Union branches in Atlantic Canada • Provided product sales training and sales support to Credit Union management and staff through group presentations, one to one coaching and tele-conferencing 	
FINANCIAL SECURITY ADVISOR , Freedom 55 Financial, Halifax, NS	1996 - 2002
<ul style="list-style-type: none"> • Starting from scratch, built a successful book of business consisting of individual insurance, investments and group insurance/pension customers • As a result of my innovative uses of technology in my sales process, was appointed to a National Advisory Board on the use of technology in Financial Sales • Trained New Recruits and Veteran Agents on incorporating New Lap Top Technologies in their financial practice 	

OTHER WORK HISTORY

COVID COMPLIANCE ASSISTANT , Praxes Medical, Halifax, NS	2021
FREELANCE MUSICIAN BASS AND/OR KEYS FOR VARIOUS MUSICAL ACTS/EVENTS	1987 - 2012
<ul style="list-style-type: none"> • Supporting musician for studio and live events for such artists as; Full Circle, The Ducats, Jon Mullane, Jon Matheson, Mike Cowie & the Funky People, Sam Moon, Carter Chaplin, Dave Goyetchye, The Sound Dawgs, Mike Cadillac, Horse Power Blues Band, Crossfire, Bugs Greene, The Isle Aux Morts Boys, The Was-Beens, and more, Featured in Several CBC Radio interviews 	
Tracking & Mix Engineer , 2010 Royal Nova Scotia International Tattoo, Halifax, NS	2010
ASSISTANT STAFF ACCOUNTANT , Doane Raymond, Bridgewater, NS	1995
PROPRIETOR , Mention Marketing & Distribution, Halifax, NS	1994 -1996
<ul style="list-style-type: none"> • Secured exclusive distribution rights for CD Projects for all four Atlantic Provinces • Successfully gained free product placement in retail outlets such as Eatons, Wacky Wheatleys in addition to television appearances to promote product awareness and increase market share 	
ENTERTAINMENT DIRECTOR , Sir Wilfred Grenfell College, Corner Brook, NL	1991 -1992
<ul style="list-style-type: none"> • Attended conventions (i.e. C.O.C.A.) to secure various entertainment (musical sets, guest speakers, comedians, etc.) to perform in campus events • Hired by DKD/Spectacle Entertainment Brokers to coordinate provincial tour of musical act 	
STORE MANAGER Portauxbasques Video, Port-aux-Basques, NL	1992 - 1993
CSIA CERTIFIED SKI INSTRUCTOR , Marble Mountain Ski Resort, NL	1991 - 1992
ATTENDEE: M.I.A.C . Music Industries Association of Canada	1988 - 1989