

Greg Rolf

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Summary

Accomplished leader in business management with an emphasis in environmental stewardship, adventure recreation, managerial capabilities and photographic media. Led national programs for national nonprofits including marketing to cities with large populations, designing market research techniques, and planning events with volunteers. Trained in the philosophy of environmental education, interpretation of historic, cultural and environmental resources, education in the outdoors, and expedition planning.

PROFESSIONAL EXPERIENCE

Final Gravity, Richmond, VA

March 2017 - Current

A home brew shop with a commercial brewery located in the Lakeside neighborhood of Henrico.

Bartender & Zymologist

Dynamic team member with over five years of experience, pursuing to consistently gain knowledge of bar management, FoH and BoH leadership, Virginia Health Codes and ABC Laws. Constantly staying up-to-date with the latest beer trends and study of zymology.

- ABC Manager. Built personable and professional hospitality team and ensured staff were well-trained and consistently supported.
- Altered bar menu and associated snack menu depending on season, holiday, and vendor promotions.
- Assist customers with building home brew set-ups, kegerators, and creating recipes for beer, wine, mead.

Wood Work Studios (WWS), Fredericksburg, VA

September 2012 - April 2017

WWS provided photographic and multimedia services to clients across the United States.

Our goal was to provide clients with a number of media services to promote their business through photographic media. As a Virginia-based business, WWS incorporates a photographic style that mixes with the owners unique background.

Owner

- Performed all employee duties in photographic media, development, website management, financial oversight, and marketing schemes.

Photographic & Multimedia Services: As a photographic media business it is important to use current software, techniques, and camera equipment to keep up-to-date with an ever changing industry.

- Followed the American Society of Media Photographers standards.
- Used Adobe's Creative Cloud software to edit photographs between multiple devices and shared media with clientele.
- Created and updated client websites using Wordpress & SquareSpace.
- Sold stock photography, created product photography layouts, and built repurpose wooden frames.

Website Administrator: Created and updated the WWS website to showcase photographic & multimedia services, promoted finished client projects, and provided stock photography.

- Designed all webpages of the site to best fit the mission of WWS and updated the site daily to keep it up-to-date with current information.

- Constructed easy to read site maps for clients, so they are not confused with website navigation.
- Sold items on the WWS website through a third party business.
- Created biweekly blogs for clients to follow projects.

Budget: Prepared a five year budgetary and business plan for the assumptions of risk, profit & loss projections, cash flow projections, annual expenses, and percent of monies allocated to each business expense.

- Determined how much money is appropriated to each category from investors, owners, employees, and taxes.
- Revisited the five year budget annually to stay profitable.

Marketing: Developed advertising with current marketing trends on a zero dollar budget using social media and Google services.

- Used social media (Facebook, Instagram, and Google+ Business) to showcase projects, client projects, and the WWS website.
- Used HMTL code for optimal Search Engine Optimization for the WWS website.
- Send promotional emails and mail to future/past clients.
- Developed new business opportunities by networking with local and national businesses.
- Used previous marketing experience from past professional experiences.
- Used Google AdWord to promote WWS.
- Followed Google Analytics to improve performance across WWS websites.

American Canoe Association (ACA), Fredericksburg, VA January 2013 - September 2014

A nonprofit organization serving the broader paddling public by providing education related to all aspects of paddling including stewardship support to help protect paddling environments, sanctioning of programs and events to promote paddle sport competition, exploration, and recreation.

Stewardship Coordinator

Managed all aspects of the grassroots efforts to provide appropriate access to maintain clean water on America's waterways. Functioned in roles that included Water Trail Manager, Stream to Sea Initiative Program Administrator, Club Fostered Stewardship Grant Manager, and Public Policy Chief while marketing these programs to promote the ACA through a wide range of media.

ACA Recommended Water Trails Directory: As the manager developed and promoted water trails to the public through Rapid Media Magazines, mass emails, social media, and mailings.

- Grew the directory to over 600 water trails across the United States.
- Assisted River Management Society in creating Prepare to Launch, a how to guide on how to build ADA paddle craft access.
- Intergraded GIS to the directory and implemented water trail managers to all water trails.

Stream to Sea Initiative: As administrator implement and managed this nationwide initiative which includes Paddle Green Events, Track Trash Database, Paddle Green Bags, and Marine Debris Resources.

- Distributed thousands of reusable Paddle Green Bags for clean-ups across the world.
- Established a tracking methodology and online tools to record/map areas where marine debris and trash are mitigated by paddlers.
- Coordinated a range of water based events focused on education and marine debris mitigation in multiple marine environments.
- Funded the initiative through the National Oceanic Atmospheric Administration grant and donations from Subaru.

- Established partnerships with Leave No Trace, Cascade Designs, Clean Waste, REI, Chaco, Body Glove, Keep Virginia Beautiful, and Klean Kanteen to further the mission of the initiative.

Public Policy: Assigned as the Policy Chief for the ACA, a founding member of the Outdoor Alliance. Supported and lobbied for Virginia's SB629, HB Utah's 37, Water Resource Development Act, Chattooga River Access, U.S. Conference of Mayors Climate Protection Agreement, Land and Water Conservation Authorization and Funding Act, Federal Lands Transaction Facilitation Act Reauthorization, Public lands Renewable Energy Development Act of 2013, submitted maps for access for the Chugach U.S. Forest Plan Revision, commented on United States Forest Service Directives, commented on waterway environmental assessments across the United States, supported Boulder-White Clouds National Monument all on behalf of ACA members.

- Club Fostered Stewardship Grant: As manager supervised the grant across the United States. Grew the grant within the first year from 12 to over 20 recipients a year through specific marketing strategies that lead into California and Alaska.

New Vision Wilderness, Medford, WI

November 2011 - September 2012

Sets the industry standards in therapeutic outdoor programming. They empower the individual to improve decision-making skills and build healthier relationships. They work with the individual and the family, providing an unparalleled wilderness experience while adhering to the highest standards of safety and individual attention. It is the home of cutting-edge trauma-informed care & wilderness intervention.

Lead Wilderness Instructor

Responsible for the day to day facilitation of programming including risk management, implementation of program philosophy, student supervision, leadership, responsible decision making, communication, the overall care and welfare of up to 9 students in a wilderness context, and training incoming staff.

Facilitator: Lead families and young adults, up to 10 at a time, for 21+ days in wilderness settings. Planned and assigned weekly programming, including: risk management, implementation of program philosophy, student supervision, leadership and responsible decision-making, and communication. Courses took place in the Chequamegon-Nicolet National Forest in the north woods of Wisconsin. Modes of travel included backpacking, canoeing, snowshoeing and cross-country skiing.

- Facilitated student therapy for the duration of their stay with New Vision Wilderness.
- Wrote and implemented a backcountry handbook providing information on group dynamics, biology of the Chequamegon-Nicolet National Forest, Leave No Trace principles, outdoor living skills, primitive living skills, and inspirational quotes.

Instructor Trainer: Trained new incoming staff into a co-instructor positions which lead to three new instructors.

- Advanced to Lead Wilderness instructor within two months of employment.
- In charge of supervising and Mentoring Wilderness Instructors, planning itineraries and managing their schedules.
- Leave No Trace Master(LNT) Educator: Trained clients in LNT skills and ethics. Conduct LNT Trainer courses and Awareness Workshops. Provided participants with a comprehensive training in Leave No Trace skills and ethics, through practical application in a field-based settings.

CAREER NOTES

Wetland Board Member of the City of Fredericksburg (2015 - 2017): Conduct studies of the the tidal and non-tidal wetlands and make periodic reports and recommendations to the City Council on ways that the city can protect and preserve all such areas within the city.

Friends of the Rappahannock Volunteer (2013 - Current): Help with the installation of paddlecraft access, paddlecraft safety, selling Oysters for Life, and membership drives.

Wood Work Studio (2012 - 2017): Founder of startup photography and multimedia company in Fredericksburg, Virginia. Started as a blog and turned into running a full time business.

English Teacher (2011): Taught English to Spanish speaking high school students in Ecuador and Colombia, South America.

Studio Kiva (2009-2010): Post-internship position acquired as a photographer and graphic designer.

Western Illinois University Campus Environmental Manager (2008): Manager at Horn Field Campus, a environmental facility for college students and community members.

YMCA Ranger Counselor (2004 - 2007): Guided outdoor recreation programs and team building for youth.

EDUCATION

Western Illinois University, Macomb, IL **August 2005 - May 2009**

- Major: Adventure Recreation and Camp Administration, Recreation, Parks, and Tourism Administration, Bachelor of Science
- Minor: Photographic Media, Instructional Design and Technology

Honors

- 2006 Developing Scholar Award
- 2007 Environmental Conservation Outdoor Educational Expedition
- 2007 Deans List
- 2009 Deans List