

## **Donald R. Zirkle**

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**415 South Portage Path, Akron, Ohio 44320  
(330) 762-8666 (h) \* (330) 762-8888 (c) \* (330) 762-2222 (m)**

### **OBJECTIVE**

**To obtain a Home Health Aide position**

#### **5/99 – 12/05 Mature Services Inc., Akron, Ohio**

A non-profit senior agency providing a variety of social service programs from Health Care, Nutrition Centers, Retired & Senior Volunteer Programs, Senior Employment Services, to Chemical Dependency Programs for successful life skills.

#### **Home Health Aide**

- Provided patients and families with emotional support and instruction in areas such as independent living; adaptation to disability and coping with illness; served meals to patients and their families in compliance with dietary needs.
- Cleaned quarters; washed and ironed laundry; made beds with clean linens.
- Assisted with ambulation in and out of beds, baths, wheelchairs and vehicles; provided support for dressing and grooming.

#### **Companionship**

- Scheduled medical appointments; made transportation arrangements with transit providers.
- Recorded pulse, temperature and respiration; changed dressings; directed activity through prescribed exercises and usage of braces or artificial limbs.
- A dedicated professional with a genuine love for people that translates into excellent care. By providing a clean and safe living environment, my services promote mental and physical well being, further enhanced by activities such as walks, conversation, reading, games and entertainment.
- My good relational style with clients and their families. My professionalism and positive attitude more than satisfies the standards of all concerned and results in the best care available.

#### **12/93 – 4/99 Pebble Creek Senior Care Center, Akron, Ohio**

A Senior Care Residence facility with over 400+ individual cares services and health care support for independent living. Corporate-owned with 40 other locations through out the United States and Canada.

#### **Personal Care Assistant**

- Provided assistance to elderly or disabled in-home or adult daycare clients by making beds, preparing meals and washing dishes and clothes.
- Monitored vital signs and medication under the direction of registered nurses and physiotherapists; administered personal care such as hygiene and ambulation assistance.
- Prepared and maintained records of client progress and services performed; reported changes in health status to supervisor; facilitated adjustment to lifestyles that were appropriate for periods of incapacitation, convalescence, and family disruption.
- Functioned as part of a team for case review, service needs evaluation and care plan continuance; trained family members to continue care where appropriate.

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### **Homemaker**

- Performed housekeeping duties, such as cleaning, dusting, mopping, washing dishes, changing and making beds, and laundry.
- Took grocery list, picked up groceries and ran errands for patients, and put groceries away in cupboards.
- Maintained records of clients' progress and services performed; reported any changes to supervisor.
- Dependable in showing up for work on time and providing a safe and clean environment.

### **6/90-12/93 SUMMA Health System, Akron, Ohio**

This innovative Medical care facility is an 811 bed non-profit health care network created by the 1989 merger of Akron City and St. Thomas hospitals. Dedicated to quality patient care, community service, medical education and research. Summa has established centers in cardiology, behavioral health, orthopedics, women's health, oncology, ophthalmology, renal services and general medical / surgical and rehabilitative care.

- Functioned as a Behavioral Health Care Assistant providing a continuum of long- term care for psychiatric patients with addiction problems.
- Provided inpatient and crises care to individuals and their families through recreational activities and intensive aftercare support groups.
- Participated in case reviews as part of a team that included six professionals, and the patients and their family members to evaluate and devise plans of action to achieve measurable results.
- Assisted with New Horizons Adult Day Services for maximizing participants' level of independence, maintaining or improving their current level of functioning.
- Fostered good health through weight training designed for older adults; urinary continence training, nutritional counseling, and referrals to other appropriate community services.

### **EDUCATION**

University of Akron, Associate Degree in Science – Dean's List  
East High School – Graduate

### **AWARDS**

Attendance – 5-year pin – no absence or tardiness  
Gold Media Award of Excellence Service (3 years)

**Professional, Career-Minded,  
Ethical, and Dependable**

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### OBJECTIVE

To obtain an Employment Counselor position

### COMPUTER SKILLS

Microsoft Office, Windows 98 & 2000, Knowledge of Lotus 1-2-3  
and other mainframe networking utilities.

### **Trainer / Employment Counselor, Mature Services Inc; Akron, Ohio 12/94 to Present**

A non-profit senior agency providing a variety of social service programs from Health Care, Nutrition Centers, Retired & Senior Volunteer Programs, Senior Employment Services, to Chemical Dependency Programs for successful life skills.

- Documented income eligibility according to federal and state guidelines for participant participation in programs and developed individual progress strategy documentation.
- Trained participants in job search techniques, skills assessment, resume preparation, employment applications, interviewing techniques, hidden job markets, follow-up strategies and job keeping skills.
- Performed job seeking workshops, seminars and job clubs on how to research companies, prepare for interviewing, interviewing with success, with follow up and follow through strategies.
- Recruited people for training, and federal and state employment programs; matched employers with qualified workers.
- Provided basic skill training assessment to participants in need of enhancement as documented on their Individual Service Strategy forms.
- Maintained around an 80% placement rate out of our Akron Office Senior Employment Center department.

### **Director of Placement, E.T.I. Technical College, North Canton, Ohio 2/94 to 12/94**

E.T.I. Technical College is a division of Bryant & Bryant and is the North Canton branch of the Bryant & Bryant Technical College out of Northeastern Ohio and New York. The college provided basic skills training, electronic repair, drafting, computer software specialist training, legal assistant, paralegal training, and legal secretarial training.

- Developed training curriculum and taught workshops, seminars and job seeking courses to college students with strategies, referrals, and job matching assistance.
- Responsible for assisting student in obtaining internships, part-time employment, temporary employment and child care services to attend classes and jobs.
- Attended public events to represent college, present college information, network and job develop for employment opportunities.
- Provided career and employment counseling to guide and explore areas of interest with background and education requirements.
- Developed good relationships with employers and students to successfully match employment opportunities with student skills and abilities.
- Raised placement rates from 20% to 60% with in about a six- month period.

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**Internship, Providence Personnel Consultants, Cuyahoga Falls, Ohio 9/93 to 2/94**

Providence Personnel Consultants is a staffing agency and has been in business in the area for over 20 years. It has been dedicated to assisting employers in all phases of recruitment and staffing. They place executive officers to administrative support staff and positions ranging from temporary, temp-hire, and permanent full time, to contract assignments.

- Recruited and assessed job seekers and matched to company job description; reviewed candidate for qualifications, experience, and skills; then arranged pre- interview and interviews with employer.
- Developed excellent employer relationships to match clientele and employer personality for successful employment opportunities.
- Networked and established contacts and relationships with employers for employment opportunities and job development.
- Reviewed job applications, resumes, and interviewed candidates over the telephone and individually for qualifications and experience.
- Represented staffing company at various local meetings such as Greater Akron Chamber, after hour network meetings, and breakfast, luncheon, and dinner meetings.

**EDUCATION**

University of Akron, Akron, Ohio  
Bachelor of Science in Technical Education  
Associate degree in Business Management Technology  
Associate degree in Marketing & Sales Technology  
\* Deans List

**WORKSHOPS**

Dale Carnegie  
Cold Calling Techniques that get results!

**VOLUNTEER**

Community Service Center & Urban League in Akron  
Tutor – Tutored young children & Adults

**Professional, Ethical, and Dependable**

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## OBJECTIVE

To obtain a Warehouse / Driver position

### **Norandex Inc; Akron, Ohio** **Warehouse / Driver**

**5/94-12/05**

Norandex is a business-to-business distributor selling building materials and supplies to wholesalers.

- Loaded and unloaded semi-trucks, railroad cars, and delivery trucks for warehousing, and restocking; prepared shipments to small individual contractors.
- Operated a gas, propane, and electric forklift to load and unload trucks as well as move materials around the warehouse. Licensed and safety trained.
- Prepared materials, boxed items to be delivered, and loaded company trucks and contractor trucks for pick-ups.
- Assisted contractors with material orders for various jobs from stock and ordered specialty items from main warehouse.
- Maintained a clean and safe work environment and sanitized public restrooms.
- Provided professional, polite and friendly out going customer service to contractor and other businesses for increased purchases.
- Stocked shelves with merchandise and other materials for fast efficient service as well as to maintain inventory control.
- Determined proper storage methods, identifications, and stock location based on turnover, environmental factors, and physical capabilities of facilities.
- Examined and inspected containers, materials, and products in order to ensure that packaging specifications are met for storage and shipping.
- Recorded shipping labels on packages and order information on specified forms to insure correct transportation and delivery in a timely manner.
- Maintained records such as vehicle logs, records of cargo, or billing statements in accordance to regulations.

### **MRDD / Weaver Industries Inc., Tallmadge, Ohio** **Bus Attendant**

**6/90-4/94**

This is a non-profit organization and a division of the United Disability Service providing services to individuals with disabilities and their families including: First Place Early Learning Center; Toy & Resource Center; Employment Services; Community Employment Services; SociAbilities, social and recreational program; Time for Me respite program; Residential Services; Home Modifications and Adaptive Equipment; the Epilepsy Program; Transportation Services; and (Kaleidoscope; International Magazine of Literature, Fine Arts and Disability.)

- Read maps, and followed written and verbal geographic directions while obeying traffic laws, and following established traffic and transportation procedures.
  - Inspected and maintained vehicle supplies and equipment, such as oil, gas, water, tires, lights and brakes in order to ensure that vehicles are in proper working condition and safe to be on the road.
  - Knowledge of principles and methods for moving people or goods by air, rail, sea or road, including the relative costs and benefits.
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- Drove vehicles over specified routes or to specified destinations according to time schedules in order to transport passengers, complying with traffic regulations.
- Parked vehicles at loading areas so that passengers can board, assisted passengers with baggage and loaded and unloaded baggage in baggage compartments.
- Knowledge of relevant equipment, policies, procedures, and strategies to promote effective local, state, or national security operations for the protection of people, data, property, and institutions.
- Provided passengers with assistance entering and exiting vehicles, and advised passengers to be seated and orderly while on vehicles.

### **Copley Fairlawn Schools, Copley, Ohio**

**8/89-6/90**

#### **School Bus Driver**

The Local Copley Fairlawn School district provides public education to the residences in the Copley and Fairlawn areas.

- Drove gasoline, diesel, or electrically powered multi-passenger vehicles to transport students between neighborhoods, schools, and school activities.
- Picked up and dropped off students at regularly scheduled neighborhood locations, following strict time schedules.
- Regulated heating, lighting, and ventilation systems for passenger comfort as well as kept bus interiors clean.
- Followed safety rules as students board and exit bus, and as they cross streets near bus stops and escorted small children across roads and highways.
- Complied with traffic regulations in order to operate vehicles in a safe and courteous manner.
- Maintained knowledge of first-aid procedures and CPR for student emergency medical help.

### **EDUCATION**

Hammond Truck Driving School – CDL Class B  
Norandex safety course – Fork Lift Operator  
Manchester High School – Graduate

### **HOBBIES / INTERESTS**

Wood Working / General Construction  
Mechanic – Classic Car Restoration

**Professional, Career Minded,  
Honest and Dependable**

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### **OBJECTIVE**

To obtain a Marketing, Sales, or Advertising position Mid-level

### **COMPUTER SKILLS**

Microsoft Office (Word, Access, Outlook, Excel, Power Point)

### **R.G. Smith Company, Cleveland, OH**

**11/95-01/2006**

A 70 year old, \$ 80 million, locally owned international general retailer with nearly 500 locations throughout the United States, Canada, and Europe.

#### **Marketing Director – 5555 Division (5/00-1/06)**

Promoted to lead the entire marketing function through a turnaround. Assumed majority of responsibility and accountability previously held by the vice president and the director of field marketing. I was responsible for increasing sales to \$100 million profitability in 2002 and increased by 20% per year.

- Led the development and implementation of annual marketing plans that resulted in consistent sales increases in a flat growth industry. During this time, marketing played a key role in achieving sales growth that consistently out performed key competitors and the industry as a whole.
- Drove the development and implementation of media strategies that resulted in improved efficiency and accelerated sales growth and profitability by nearly 50% within the local market and 20% within the international market.
- Directed the development of business-to-consumer, business-to-business and general local store marketing programs that drove annual sales of \$5 million.
- Spearheaded the testing of new product sales and labeling, retail financing, and programs that promoted incremental sales over a six-month period and over \$2 million in sales.
- Increased national and local marketing initiatives resulting in a two year competitive increase in consumer sales and annual vendor co-op fund by over 100%, in less than two years.
- Developed and implemented consumer research to improve customer relations and satisfaction resulting in promotional growth and a sales jump of 20% within a six-month period.

#### **Brand Manager – 12355 (11/98-5/00)**

Promoted to lead the development and implementation of brand positioning and local general marketing initiatives. Responsible for stores located in Northeastern United States and Canada.

- Directed development of interactive, direct marketing, media, creative, and sales promotions to increase brand recognition.

- Conducted interviewing and hiring of advertising agency to promote the general market, direct marketing, and print media as well as successfully build brand name advertising campaigns.

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- Promoted the development and successfully initiated the company website [www.rgsmithcoinc.com](http://www.rgsmithcoinc.com) - with nearly 5 million hits per month.
- Pioneered implementation of toll free consumer information hot line resulting in a 30% increase in store call volume as well as the downloadable "on-hold" messaging system reducing cost and labor hours.
- Developed new frame merchandising strategy resulting in consistent product presentation across all stores in Northeastern United States and increased ease of customer shopping process by 10%.
- Designed two category and company first, national sales events for Northeastern United States and Canada and was adapted to the national levels for all stores throughout the United States, Canada and Europe, resulting in record sales and the company's largest sales year.

### **Marketing Manager – Specialty Business (11/95-11/98)**

Managed marketing disciplines for Specialty Business Group and cross-functioned as team leader for all business decisions.

- Improved relations with Specialty Business Group through personal contact and successfully increased business support, resulting in 15% increase in sales and customer exposure in promotions and decrease in advertising cost.
- Promoted marketing programs to increase customer traffic and sales by 15%, increased profits 22% over-all, and successfully spearheaded employee sales contests.
- Implemented business-to-business, business-to-consumer, and business-to-employee promotional strategies for increased sales of 30% as well as pioneered a breakthrough media strategy improving R.O.I. (Return On Investment) by 75% or over \$25 million.

### **Northwestern Ad Agency, Inc., Cleveland, OH**

**8/90-8/95**

A strategically driven, full-service agency providing targeted databases to local marketing programs for developing and implementing restaurants, retail industry, and integrated marketing communications.

### **Account Manager – Client Services**

Recruited, directed, and promoted direct account services to groups or individual companies. Clients included: Goodyear Tire and Rubber Company, Marriott, Wendy's, Coca Cola, Ruby Tuesday, G & G Communications, and others.

- Utilized sales prospecting and database system, to improve productivity by 25% and built relationships with company management.
- Key member of strategic management team developing and implementing growth strategies, which resulted in a 150% revenue increase for the year.
- Responsible for innovative home improvement marketing strategy; which outsold leading competitors by 2 to 1. Program included video, print ads, direct mailing, and consumer / trade collateral.

## **EDUCATION**

University of Cincinnati BS / Communications

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## OBJECTIVE

To obtain an Administrative / Receptionist / General Office position

## COMPUTER / EQUIPMENT SKILLS

Typing speed 75 wpm; Microsoft (Word, Excel, Access, Outlook, and Power Point) Publisher, Lotus 1-2-3, Lotus Pro; and Roomaster;  
Experienced with calculator, fax, copier, and mail meter

### R.G. Smith Company, Cleveland, OH

11/95-1/06

A 70 year old, \$ 80 million, international general retailer locally owned with nearly 500 locations throughout the United States, Canada, and Europe.

#### **Administrative**

Promoted to Administrative Assistant to the vice president of retail accounts and banking. Coordinated the updates to database for products, account information, and front desk activities. Prepared account information for nightly audits, marketing products, and general communications between offices.

- Updated database of banks in two states for new marketing product; tracked staff work hours in spreadsheets; updated index of weekly newsletters covering several years.
- Scheduled meetings in Outlook; made and received telephone calls on behalf of supervisor; drafted minutes; edited daily newsletter and monthly periodical column.
- Wrote customized letters to clients worldwide during a time of major product changes to bolster morale; established cost-savers, including form letters online.
- Calculated cost for special services; processed incoming checks for accounts payables and entered amounts into database.
- Prepared bank deposits and printed journal reports for nightly audit; organized expense reports, and accessed account information from records.
- Created a yearly file system for new invoices; reconciled receipts for business manager.

#### **Receptionist**

Coordinated front desk activities in a multitasked environment for a general retailer handling inbound and outbound communications. Responsible for managing a four-line switchboard; greeted and checked in overnight visitors; directed vendors to various departments.

- Greeted and assisted visitors, customers, and vendors with accurate, courteous, and up to date information, as well as worked to resolve problems.
- Handled telephone requests and phone orders in a professional and pleasant manner and evaluated customer concerns and complaints to resolve the situation.
- Scheduled appointments for conferences and meetings as well as opened and distributed mail; prepared federal express packages.
- Kept accurate alphabetical and numerical records for data, meeting deadlines that was implemented for the organization.

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- Provided support to project team and office staff to accomplish tasks as well as trained new co-workers.
- Implemented and maintained client files, records and portfolio information to promote customer service and satisfaction.

### **Sterling Jewelers Inc., Akron, OH**

**8/90-10/95**

One of the largest specialty retailers of fine jewelry in the country; Signet Group, the parent company, is a British owned corporation. Their distribution technologies allow them to tag and ship up to 75,000 orders per day and operate over 1000 stores coast-to-coast.

#### **Collection / Customer Service Representative**

Responsible to contact and arrange payment of delinquent bills, resolve payment issues, and provide alternative pay schedules. Customer Service Representative answers in-bound calls from customers and resolves any customer service needs according to company policies and procedures.

- Answered, screened, and directed incoming calls to the appropriate person or department for customer and associate satisfaction as well as made calls to update data on records, orders, arrange payments, and resolve payment issues.
- Possess good interpersonal skills with strong work habits including punctuality, stability, accuracy and a willingness to do more than expected with the ability to implement suggestions, revise or strengthen ideas in order to better produce results.
- Interacted with public using tact and diplomacy to resolve complaints effectively and courteously for customer and company satisfaction.

#### **EDUCATION**

Bachelor of Arts, English, The University Of Akron, Akron, OH  
Word, Excel, Access, and Power Point, Barberton High School, Barberton, OH –  
Certificate program – advance series

#### **VOLUNTEER**

Volunteer Clerical and Receptionist, American Red Cross, Akron, OH  
Data Entry and Weekly Newsletter, VFW Auxiliary, Akron, OH

#### **AWARDS**

5-Time Outstanding Attendance Award  
Recognition Award for 3 years of faithful service – American Red Cross  
Outstanding Administrative Award – R.G. Smith Company

**Professional, Career Minded, Analytical,  
Detail-Oriented, and Dependable**

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### **OBJECTIVE**

To obtain a Customer Service Position

### **COMPUTER / EQUIPMENT SKILLS**

Microsoft Works, Internet, Printer Copier, Fax Machine  
Dictaphone, Type 50-55 wpm (words per minute)

### **Sterling Jewelers Inc., Akron, OH**

**5/99-1/06**

One of the largest specialty retailers of fine jewelry in the country; Signet Group, the parent company is a British owned corporation. Their distribution technologies allow them to tag and ship up to 75,000 orders per day and operate over 1000 stores coast-to-coast.

### **Customer Service Representative**

Customer Service Representative answers in-bound calls from customers and resolve any customer service needs according to company policies and procedures.

- Answered multiple telephone lines and provided information to callers; took messages, transferred calls to appropriate people and departments.
- Contacted customers by telephone to remind them of up-coming service needs and resolve any customer problems; updated records and scheduled appointments.
- Evaluated customer concerns and complaints to resolve situations, problems, service needs, and payments.
- Provided support to team and office personnel to accomplish duties and tasks.
- Dedicated to providing high quality performance and assisting customers with prompt, professional, courteous service.
- Responsible for maintaining, updating and processing confidential informational records and correspondence.
- Researched and compiled documents and met deadlines for retail and commercial businesses.
- Handled corporate billing to business customers and payment collection for merchandise purchases.

### **American Red Cross, Akron, OH**

**2/97-3/99**

A humanitarian organization led by volunteers and guided by its congressional charter and the fundamental principles of the International Red Cross Movement, will provide relief to victims of disaster and help people, prevent, prepare, for and respond to emergencies.

### **Telerecruiter, Customer Service Representative**

Telerecruiter is responsible for coordinating, contacting and recruiting individuals for disaster relief assistance. Customer Service Representative contacts blood donors, answers questions and gives information for assistance programs.

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- Answered multiple telephone lines and provided information to public, took messages, transferred calls to voice mail, appropriate individuals and departments.
- Contacted blood donors by telephone to remind them of upcoming blood drives and the status of the blood inventory; updated records and scheduled appointments.
- Interacted with public using tact and diplomacy to resolve complaints effectively and courteously as well as provided information about available services.
- Typed routine correspondence, reports, recruitment materials and monthly schedules of blood drives.
- Maintained current blood donor records to ensure record accuracy and repeat donations; performed alphabetical and numerical filing.
- Successfully worked in a team environment to accomplish blood collection goals.

**D & K Stores, Canton, OH**

**9/96-1/97**

A retail chain store located in Canton with over 500 other store locations throughout the state of Ohio. Sales averaging over \$20 million a year with a new store opening every year.

**Working Manager**

Monitored sales activities to ensure that customers receive satisfactory service and quality products. Directed and supervised employees engaged in sales, inventory-taking, reconciling cash receipts, or in performing services for customer satisfaction.

- Provided customer service by greeting and assisting customers, and responding to customer inquiries and complaints.
- Kept records of purchases, sales, and requisitions; Inventories stock and reordered when inventory drops to a specified level and examined products purchased for resale or received for storage to assess the condition of each product or item.
- Hired, trained, and evaluated personnel in sales or marketing establishments, promoted or fired workers when appropriate; assigned employees to specific tasks or duties.
- Performed work activities of subordinates, such as cleaning and organizing shelves and displays and selling merchandise.

**EDUCATION**

Hammel Actual Business College, Akron, OH  
Central High School, Akron, OH - Diploma

**AWARDS**

5-Time Outstanding Attendance Award

**Career Minded, Organized,  
And Dependable**

