

## **Ross Anderson**

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### **I Desire:**

To create and implement high quality, effective Marketing campaigns and represent an organization with same high standards and world class services that I hold.

### **I'm Experienced:**

#### **United States Speed Ski Team**

Salt Lake City, UT

- ***FIS# 530072***
- ***USSA # R5735964***
  
- ***Athlete, Owner of Ross Anderson, Inc.*** 1994 – current
- Qualified for the United States Speed Ski Team North America Championships
- Earned a spot on the A-team for the World Cup/ Professional World Tour
- Attended the World Tour Giant Slalom and Slalom Tour
- Mogul racing
- Glade jumping
- Created Ross Anderson, Inc.  
[www.rossanderson.org](http://www.rossanderson.org)
- Cross promotion for investors for endorsers and sponsors
- Economic Development with Ross Anderson Inc.
- Budget planning for Team Ross Anderson Inc.

**Taos Mountain Casino**

Taos, NM

**Director of Marketing**

January 2009-October 20, 2010

- Created New Logo of Taos Mountain Casino (Current)
- Create and implement promotions for casino
- Oversee a multi million dollar budget
- Maintaining Public Relations for the Casino
- Organize special events such as grand opening of Deli and major concert.
- Work on National media exposure for major events
- Blue print creating and planning
- Work closely with local, regional, and state dignitaries
- Graph analysis
- Oversee all departments within the Casino
- Manage Guest Services staff
- Manage and direct website  
[www.taosmountaincasino.com](http://www.taosmountaincasino.com)
- Started the Social Networking with FaceBook.com, Twitter for Taos Mountain Casino
- Worked and developed excel templates that maintains a cost breakdown from multi line items that deal with everyday operations to promotional items.
- Created scripts and voiced radio advertisements to make the voice for TMC.
- Networked with State, County and regional opportunities to further into the Marketing opts.
- Public speaking for conferences such as social networking to CEO,CFO,COO and Directors

**Board Member for Responsible gaming of New Mexico**

January 5 2008

- Made major decisions that deal with state Casino laws on addiction
- Marketing Responsible gaming with 7 other board members that represented majority of the Casino Resort in the state of New Mexico

### **Inn of the Mountain Gods Resort and Casino**

Mescalero, NM

#### ***Public Relations Specialist***

2006 – 2008

- As a celebrity and professional athlete I was directed to use this title to represent both entities, The Inn of the Mountain Gods Resort, Casino Apache, and Casino and Ski Apache.
- Travel with sales and marketing promoting and maintaining the celebrity status by doing appearances and signing autographs
- Create events
- Cross marketing efforts with Inn of the Mountain Gods Resort and Casino with Ski Apache
- Team member problem solving
- Increase exposure of Inn of the Mountain Gods Resort and Casino

#### ***Marketing Manager for Ski Apache ski area***

2004 – 2008

- Establish marketing campaigns that presented Ski Apache and Inn of the Mountain Gods as one entity.
- Increased exposure of Ski Apache
- Organize special events
- Band promoter
- Promotions event's organizer
- Create team member unity between Inn of the Mountain Gods and Ski Apache
- Multi tasked with overseas business planners
- Created International Marketing with partner with New Mexico Tourism to Germany.
- Partnered with creating a New Logo for Ski Apache as well as The Inn of The Mountain Gods Resort and Casino face.

#### ***Casino Host***

July – Sept. 2003

Originally hired under Michael French before the New Inn of the Mountain Gods.

- Develops and maintains relationships with new and existing VIP players.
- Responsible for generation of new player trail and repeat visitation from higher worth table and slot customers.
- Build relationships to instill loyalty to the property.
- Reviews player ratings and histories to evaluate and make decisions for complimentary
- Knowledge of table games operations and electronic gaming machines.
- Knowledge of Konami Casino Management System.
- Markets to maximize participation of special events and promotions. Achieves established revenue and reinvestment goals.
- Telemarketing to customer bases.

**Green Mountain Corporation (Peter Glenn Ski & Sports)**

Orlando, Florida

***Manager Winter Sports Technician / Sales Manager***

2002 – 2003

- Increased sales in winter gear by 33%
- Sold and repaired all sports equipment
- Target marketing to groups and organizations all of Florida, Georgia, and Atlanta
- Networking with regional branches to
- Maintain consistent measures of cliental and sales.

**Durango Mountain Resort**

Durango, CO

***Athlete, Marketing***

1994 – 2001

- Travel with sales and marketing promoting and maintaining the celebrity status by doing appearances and signing autographs
- Celebrity Athlete and Ambassador
- Worked with Marketing Director on sales, graphics, and promotions
- Endorsed Ski Resort
- Raced on Tour and endorsed DMR

### **I'm Skilled:**

Microsoft Word, Excel, Outlook, Motigo Analytics web track, PowerPoint, Website Analysis, Public Speaking, Duct Tape Marketing, Oasis, Tracker, Casino Software Super playmate, Microsoft Office Publisher, Microsoft Office Project, Microsoft Office Word, Microsoft Office Power Point, Microsoft Office Access, Social Networking-Facebook.com, Twitter, Duct tape Marketing, Radio commentator, Public speaker, Events planner, Event's organizer, Analysis reader, Advertise investors corporation in a Global market, Record Holder 2006-current

### **I Understand:**

French, Dutch, German, Italian, Swedish, and Finnish.

### **I'm Educated:**

Durango Sr. High School 1990

**Up With People** University of Arizona  
1992 – 1993

Attended as an entertainer and took part in all the fundamentals of tour relations including business marketing and public relations coordinating cities and preparation of 500+ shows with the Branch of

### **I'm Vital:**

Enrolled Cheyenne/Arapaho Tribe part Mescalero Apache  
Captain of the United States Speed Ski Team  
Ski New Mexico Board Member 2005-2006, 2008  
Responsible Gaming Board 2009-current  
Director of Marketing for RGANM

Adaptive Ski Program Board Member  
Founder of: Ski with Ross Anderson weekend.  
Current member: United States Snowboard and ski  
Assoc.  
Current member and licensed with: FSSV -  
Fédération Suisse de Ski de Vitesse

**I Enjoy:**

Art, Creating, Hiking, Fishing, Skiing, Mountain Biking,  
Golf, Horseback Riding, Swimming, RC flight and  
Gardening