

ZEUS RODRIGUEZ

SCHOOL ADMINISTRATION * SALES AND MARKETING LEADERSHIP * SENIOR EXECUTIVE

E. LILAC LANE, OAK CREEK, WI 53154

PROFILE:

Over 13 years of experience as medical staffing consultant and business owner. Expertise in areas from small business administration (recruiting, placement and managing medical professionals), to marketing various industries on the Internet as well as executive level private school management.

Passionate, results-oriented leader. Superior interpersonal skills, capable of high levels of networking and conflict resolution. Excellent political connections developed as a volunteer advocate for the Latino community in Wisconsin. Recognized by clients and colleagues as a consummate professional with a high degree of personal integrity.

- Private Catholic School Management
- Sales & Marketing Leadership
- Contract Negotiations & Strategic Alliances
- Public Relations & Media Affairs
- International Relations

PROFESSIONAL EXPERIENCE:

President, ST. ANTHONY SCHOOL MILWAUKEE, 2011-Present

With around 2,000 students and 300 Faculty and staff members, St. Anthony School of Milwaukee is the largest primary Catholic School in the United States and the largest primary school in Wisconsin, private or public.

The President's focus is with internal and external stakeholders in the areas of governance, management, long-range planning, resource development, marketing and business management. The person also serves as the official spokesperson for St. Anthony School Milwaukee.

- Established a school board to oversee strategic planning.
- Planned and implemented a full service pediatric clinic that serves the students of all five campuses, as well as other members of the community.
- Planned and implemented an early childhood education program that provides daycare and K3-K4 Pre-school.
- Planned and implemented a Summer School and day camp program for all students.
- Hired an experienced soccer director to oversee the growth of the soccer program and facilities, which is a key part of the athletic program and for the local Hispanic community.

President/CEO, HISPANICS FOR SCHOOL CHOICE, 2010-Present

Founding member of HFSC, which is a grassroots organization for the purposes of informing and representing the Hispanic Communities of Wisconsin on the issues of Educational Choice.

- Recruited the executive director, outreach coordinators and board members.
- Solicited funds for the purpose of designing a strategic plan to facilitate growth of the organization.

President/CEO, INTERNET BRANDING COMPANY, 2009-Present

Founded a marketing company that specializes in the complete branding of small and medium sized businesses on the Internet. From website creation and multi-media to press releases and paid advertising.

- Provides web branding and support for many organizations, including: the largest orthodontist in Wisconsin, St. Anthony School Milwaukee, several education and school choice organizations, as well as political campaigns.

ST. PAUL MEDICAL STAFFING, 2001-Present

President/CEO

Temporary medical staffing company that supplies highly skilled and experienced medical professionals to the largest health care providers in Wisconsin.

- Became a preferred provider for Aurora Health Care, the largest health care provider in the state.

Certified First Assistant 1998-2012

After serving in the United States Navy, launched a 14-year career working closely with surgeons to facilitate the procedure and process of surgery.

- Assisted Surgeons from various disciplines, specializing in Cardio-Thoracic and Neuro-Surgeries.

UNITED STATES NAVY, 1993-1997

BOARDS & MEMBERSHIPS

- Board President - St. Anthony School Milwaukee
- Board President - Hispanics For School Choice
- Board President - Padre Pio Clinic
- Chapter President - Catholic Association of Latino Leaders
- Board Member - Mitchell Street Business Improvement District (BID #41)
- Member - Legatus Milwaukee Chapter