



# TIM HELFRICH

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## Professional Experience

### MusicMax Inc.

Pro A/V Equipment and Music Instrument Sales and Marketing  
Director of Technology  
Columbus, Ohio  
2012 - Present

- Helped launch and sustain several new business divisions while scaling company technology and operations to support annual multi-million dollar sales growth for over a decade.
- Manage a growing team for all admin, customer support, and technical issues for two business branches.
- Work with company owners and executives to oversee projects and processes related to marketing, operations, accounting, infrastructure, growth plans, analytics, and more.
- Continuously develop and refine processes using new tools to make things more efficient while collecting and analyzing data.
- Provide IT management and upkeep directly and through employees and contractors.
- Design several print ads annually that go out to millions of recipients.
- Help manage the company's presence at trade shows.
- Provide marketing for most video, photo, design, and print needs.
- Serve as backup for sales and accounting department.
- Provide sales support for our sales people.
- Works with several thousand businesses across U.S.
- Book and manage import shipments from around the world.
- Travel for sales, training, and marketing purposes with executives from customers and vendors.
- Interview potential applicants for available positions.
- Past positions include: Admin/Inside Sales Assistant, Marketing Manager, Operations Manager

## Past Jobs

### H&F Creative Inc.

Consultation and marketing for Small Businesses  
Co-Owner/Operator  
Columbus, OH  
2017-2022

- Manage all accounting, projects, and scheduling.
- Provide business consultation and marketing services.
- Launched and operated an automotive marketing brand named Midwest Motorsports Media in 2017 which was sold in 2021.

### Pfabe's Music

Retail Music Store Sales Associate  
Painesville, Ohio  
2007-2012

- Part of the retail sales team.
- Helped manage the POS system, inventory, and marketing.

### Photography, Web Design, and Marketing

Personal Experience  
2010-2017

- Manage and regularly schedule private photography shoots.
- Provide image related content to local small businesses.
- Create visually appealing websites for local small businesses.
- Graphic design, event planning, social media services.

## Summary

Tim is passionate about the people and relationships he has personally and professionally with organizations and industries he is rooted in. His operational and marketing efforts are sales driven with experience covering a wide range of business models. He takes pride in being a life long learner and having a unifying team spirit around those he works with.

## Education

### Capital University

Bachelor of Arts in Music Technology  
Graduated 2013  
Collegiate Fellowship Scholarship

### Lakeland Community College

Post-Secondary Education  
Attended 2009-2010

### Mentor High School

Graduated 2010

## Skills

- Proficient or familiar with most pro audio, camera, lighting, video, and computer equipment.
- General IT, network infrastructure, computer management, and setup needs.
- Basic electrical and mechanical knowledge including some manufacturing processes, robotics, and 3d modeling.
- Adobe Photoshop
- Adobe Lightroom
- Adobe Premiere Pro
- Adobe Illustrator
- Adobe After Effects
- Avid Pro Tools
- Dante Certified
- Microsoft Office 365 Administration
- Microsoft Office Suite
- Microsoft Excel Intermediate
- Zoho CRM and Analytics
- Mailchimp
- Constant Contact
- Wordpress
- Web/E-Commerce Development
- Quickbooks Desktop
- Basic HTML, CSS, SQL