

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

- Launched and sustained multiple business divisions, scaling operations to support substantial annual growth.
- Help manage administrative, customer support, and technical teams across two business branches.
- Collaborate with executives on marketing, operations, accounting, growth plans, analytics, and infrastructure projects.
- Develop and refine operational processes using modern tools to enhance efficiency and data analysis.
- Oversee IT management, collaborating with employees and contractors for ongoing system upkeep.
- Designed print advertisements distributed to millions of recipients annually.
- Manage trade show presence and logistics.
- Support sales and accounting teams with operational and strategic insights.
- Coordinated global import shipments and vendor relationships.
- Interview and onboard potential hires.
- Previous roles include Admin/Inside Sales Assistant, Marketing Manager, and Operations Manager.

Elty LLC

Technology and Marketing Services
Owner
Columbus, OH
2024-Present

- Comprehensive technology consultation and marketing services, ranging from creative content development like photography and graphic design, to technical system administration and IT infrastructure management.

Past Jobs

H&F Creative Inc.

Marketing for Small Businesses
Co-Owner/Operator
Columbus, OH
2017-2022

- Manage all accounting, projects, and scheduling.
- Launched an automotive marketing brand named Midwest Motorsports Media which was sold in 2021.

Pfabe's Music

Retail Music Store Sales Associate
Painesville, Ohio
2007-2012

- Helped manage the POS system, inventory, and marketing.

Photography, Web Design, and Marketing

Personal Experience
2010-2017

- Create visually appealing websites, designs, and provide marketing for local small businesses and events.

Summary

Dynamic professional with over a decade of experience in sales-driven operations, marketing, and technology management across diverse industries. Skilled in team leadership, process optimization, and cross-functional collaboration. Passionate about fostering strong relationships and committed to continuous learning and innovation.

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 in pro audio, camera, lighting, video, and computer equipment
- IT management, network infrastructure, and computer setup
- Basic electrical and mechanical knowledge (manufacturing, robotics, 3D modeling)
- Adobe Suite: Photoshop, Lightroom, Premiere Pro, Illustrator, After Effects
- Avid Pro Tools and Dante Certified
- Microsoft Office 365 Administration & Suite (Excel Intermediate)
- CRM Platforms: Zoho CRM & Analytics, Mailchimp, Constant Contact
- Web Development: WordPress, HTML, CSS, SQL
- E-commerce Development
- Accounting Software: QuickBooks Online, Desktop, and Enterprise