

Please Visit My Personal Website for a Digital Experience **Chris Russell**

Chrisrussellresume.com

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Mission

Personal Mission: Create a great big world allowing myself, my family, my community and those who I am in business with to have a great big life!

Professional Mission: To purposefully construct and provide powerful surroundings and environments such that people are driven and motivated to live a life worth living and succeed.

Career Highlights

Nixa Area Chamber of Commerce

- Rebuilt a nearly broke Nixa Chamber to a thriving and vital resource for the Nixa Community
- Grew membership from 250 members to over 550, becoming the 3rd largest in the area.
- Implemented a Nixa Young Professional program that also created a Top 10 Under 40 Annual Event attracting local YP's.
- Created training programs for businesses and professionals teaching various classes.
- Re-booted the Working Women in Nixa program to focus on professional women's personal growth and development.
- Led the charge for the Chamber to take on our local town festival since 1957 and successfully turned it into a thriving three-day event attracting 10,000-20,000 participants.
- Re-booted the Chamber's annual banquet honoring local businesses, individuals and volunteers with an annual sold-out event called the "Nixies".
- Brought back to Nixa after a 9-year absence for the annual Nixa Sky High Fireworks celebration.
- Brought back the Chamber's annual golf tournament and turned into a sold-out huge success.
- Rebuilt the Chamber's website and created our own Experience Nixa community app, maintained and grew all social media platforms very effectively.
- Re-invented the sponsorship program utilizing volunteers to help secure non-dues revenue, this program is what allowed us to operate at a higher level.
- Designed a revolutionary system for doing Facebook Live events that gained national attention in the Chamber world ending up garnering several guest appearances on digital and in-person events around the 4 states region and on national industry conference panels.
- Formed the Nixa Arts Council as part of the Nixa Chamber.
- We were able to purchase a 3,700 square foot building and oversaw the entire remodel process to house the Chamber and Nixa Welcome Center.

Keller Williams Real Estate

- Number 7 in Net Recruiting for all of Keller Williams in 2016 out of 700 Offices
- As the CEO, Helped KW in Springfield grow from 103 agents to over 300 agents and grow from Market Share of 5% to over 20%
- Generated over \$1 Million in Owner Profit for KW Springfield in 4 Years. This was more than the previous 11 years combined of the company's history.
- Invitation to be one of the guest speakers at Keller Williams National Convention called Family Reunion* in the breakout sessions.
- Featured Videos* and Articles in the SBJ about KW and Leadership
- Serve on Ambassador Program for a KW Leadership Recruiting Website called Recruiting Bridge
- Created and Implemented several Instructor Training Courses at KW, Culture Events, Leadership Training, Powerful Mastermind Sessions, Retreats, New Technology Training, Recruiting and Retention Programs and more.
- Invited to be on KW Leadership Panel for KWVIDEO.*
- National Recognition for KW Growth

Other

- 2020 Nixa Citizen of the Year
- Hosted the Nixa Touchdown Clubs weekly Nixa Football Coaches Show for two seasons.
- Christian County Headliner News Dozen Under 40 Recipient 2014
- Created Marketing Department for Hogan Land Title Company
- Taught Business and Real Estate Training classes to engage clients and grow market share at Hogan Land Title Company
- Invitations and Frequent guest speaker at networking, training and social events throughout the Springfield/Branson and Regional Area.
- Developed and marketed first Title Company Mobile Apps in the Area

Career History

Chamber of Commerce 2018-2023

Nixa Area Chamber of Commerce
President/CEO

Responsible for Generating Dues and Non-Dues Revenue Sources, Membership Growth and Retention, Maintain and Create Additional Membership and Community Events, Manage Staff of Four, Coordinate Volunteers for Events, Operation Budgets, Consulted and Coached Businesses and Individuals.

Real Estate 2012-2018

Keller Williams Real Estate Company
Team Leader/CEO-Palatine, IL
Team Leader/CEO-Springfield, MO

Responsible for Office Growth, Retention, Owner Profit, Operating and Setting Budgets, Training, Teaching, Coaching, Consulting, Video, Accountability and more.

Title Company's 2007-2012

Hogan Land Title -Marketing Director
*Rebuild Marketing Department
Help Grow to Top Closing Company by units in Springfield/Branson Area, Launched a New Office by Recruiting Top Talent*

Banking/Lending 2003-2007

North American Savings Bank
Bank of Kansas City
First Horizon Home Loans
*Generating Home and Commercial Loans
First Horizon Rookie of the Year 2004*

Auto Sales/Finance 1998-2003

McCoy Auto Group
Sales, Finance, Marketing to Consumers

Radio On-Air, Promotions 1994-1998, 2023

KOSP/KKLH-Springfield
KTTS-Springfield
KZNN-Rolla
KXUS-Springfield
On-air DJ, Promotions, Sales, Live

April-November 2023

Zimmer Communications-KWTO AM560
Marketing Team
On Air Morning and Afternoon Talent

Co-Host of Wake Up Springfield, Assisted Marketing Team

References

Sarah Bader-Owner Seven Hills Veterinary Clinic
(417) 849--9252

Heather Jenkins-Owner Jenkins CPA
(417) 830-1512

Dr. Gearl Loden-Superintendent Nixa Schools
(417) 920-5257

Shawn Lucas-Nixa City Council
(417) 913-244-8712

Phil Amtower-Christian County Emergency
Management Director
(417) 209-5535

More Available Upon Request

Business Training

Keller Williams has been named multiple times Top Training Company in the Country by the Training Magazine. I've had a serious amount of amazing leadership training through KW and MAPS Coaching for the past 5 years. I have also had a one-on-one Mastery Leadership coach weekly for additional accountability and consulting at a cost of \$12,000 per year.

*Classes Include and Not Limited to (visit chrisrussellresume.com for videos and more descriptions) *:*

- Career Visioning or Recruit Select 10x
- Action Training Leadership Motivation or 30/60/90 4x
- MAPS Coaching Skills Camps 3x
- Advanced Coaching Skills Camps 2x
- BOLD Seven Week Training 6x
- Market Center Financials 3x
- Instructor Developer Workshop 2x
- Recruiting Great Agents 2x
- Franchise Systems Orientation 2x
- Associate Leadership Council Clinics 5x

Many other Leadership Conferences, Mastermind Sessions, Leadership Panels and Classes, Real Estate Courses etc.

Additional Training:

- Radio Marketing Associates Courses
- Radio Broadcasting School
- Firefighter Training Courses

Community Involvement

Nixa Community Foundation

Board Member 2021-2022

Nixa DARE Program-National Night Out

Committee Member/Emcee 1997-2021

Nixa Arts Council

Executive Board 2020-2023

ACS Cattle Barons Ball

Committee Chair/Volunteer 2010-2012

Nixa Downtown Revitalization Committee

Executive Board 2018-2023

Realtors Helping People

Committee Member/Emcee 2008-2016

Executive Committee-Economic Development

Christian Country-Tip Strategies 2013

Nixa Home Rule Charter

Committee 2010

Nixa Varsity Football Announcer

1997 to Present

Nixa Fire Department

Volunteer Firefighter 1993-2003*

Keller Williams Red Day Program

Committee Member/Organizer 2013 to 2018

Additional:

Helped many other charities in various capacities as emcee/auctioneer and more.

Additional Skills

Very tech minded, efficient with Microsoft products, video, photo and graphic editing programs, computer, audio, and visual equipment and have the availability to maneuver and operate through most software and programming applications.