

aly rutledge

*i write w no caps as an accommodation for functional limitations in communication from PTSD

CONTACT

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EDUCATION

virginia polytechnic institute & state university, blacksburg, va

b.s. marketing management,
minor global business
3.98 gpa

SKILLS

action oriented
command skills
compassion
composure
conflict management
customer focus
ethics and values
intellectual horsepower
interpersonal savvy
managing and measuring work
perseverance
problem solving
results oriented
self-knowledge
strategic agility
trauma informed
managing vision and purpose

EXPERIENCE

antidote recovery support

<https://www.theantidoterecovery.com>

founder (2022-present)

- mental health advocacy through needs based support (legislation/systemic development of best practices)
- advance mental health care on an individual and systemic level
- foster a profound understanding of needs based care centered in safety, recovery, healing, and health
- develop a gold standard, self-sustaining practice of care designed to systemically improve individual outcomes
- community development
- development of scalable public and private programs
- development of treatment support programs at each level of clinical care
- housing (using section 8), employment (using consumer-directed personal assistance programs), education
- strategic partnership development and management (payors, health systems, private corporations)
- clinician professional development/education (understanding, awareness, prevention)
- development of school resources for mental health

potential projects: video series using technology developed to deliver mental health solutions to underserved/gap communities (incl resources for clinicians)

media projects: documentary, podcast, stream

current initiatives: **suicide awareness and prevention**

<https://www.theantidoterecovery.com/support>

-talking about suicide: <https://www.theantidoterecovery.com/talksuicide>

-emergency plan: <https://www.theantidoterecovery.com/emergency>

-tools for living w suicide

beaver lake realty - springdale, ar

sales agent (nov 2021-june 2022)

- sales agent w lake specific focus
- clients include sellers and buyers seeking a primary residence, second home and investment properties (1031 exchange)
- created portfolio of marketing materials for brokerage

black sheep marketing - springdale, ar

owner (2017-2021)

- opened, operated, grew and sold a marketing and consulting firm focused primarily on strategic growth, brand development, and profitability using web design, seo, social media marketing, digital, print and radio marketing for small businesses across the us
- established trusting relationships with clients to understand their industry, customers, constraints, and opportunities and developed innovative strategies to meet and exceed their goals
- transformed client web sites from one dimensional sources of information to multi-dimensional tools that were critical in running day to day operations and supporting rapid growth

- created, executed and analyzed the success of digital, print and radio marketing campaigns using a variety of data/analytics to track effectiveness and determine future marketing strategy (both b2b and b2c)
- helped a number of small businesses pivot to a strictly web-based business model at the outset of covid-19
- worked with legal teams to researched and implement client compliance plans (hippa, gdpr, ncaa, fcc, intellectual property issues, etc)

nashville hip and pelvis - nashville, tn

practice management consultant/clinical coordinator (feb-july 2021)

- managed the orthopaedic practice of dr. tania ferguson, md, mas; internationally renowned hip and pelvis surgeon (black sheep marketing client)
- created and implemented short- and long-term strategic growth strategies (practice management/marketing/financial)
- streamlined and organized dr. ferguson's clinic to establish best practices
- recruited, hired and trained permanent clinical personnel
- developed strong relationships with patients and colleagues based on trust and expertise
- created and currently maintain an international facebook support group for periacetabular osteotomy (pao) patients (<https://www.facebook.com/groups/1708121846006691>)
- responsible for all day to day clinical and surgical responsibilities

triple threat racing, triathlon team - northwest, ar

founder/owner (2012-2014)

- founded and operated a usa triathlon high performance team (youth and junior olympic development team)
- ran every aspect of the business including administration, coaching, sponsorship (generated over \$250,000 in team sponsorships over 3 seasons by developing a strong brand and close relationships with key sponsors)
- coaching certifications include: nsca certified strength and conditioning specialist (cscs), functional movement systems, usa triathlon level i, usa swimming level ii, usa cycling level 1

countryside baking - bentonville, ar

sam's club team (2005-2006)

- managed the cookie category at sam's club including product mix, seasonality, forecasting, account management

pactiv corporation (currently reynolds) - bentonville, ar

category advisor (2003-2005)

- category advisor to the wal-mart waste bag and disposable foil buyers and category manager of entire line of hefty products at sam's club (waste bag/foodservice/food bag/foil)

springs industries - bentonville, ar

category advisor, account manager (2001-2003)

- category advisor to the wal-mart window fashion and bedding buyers

village athletic club/fuel fitness/fayetteville athletic club/world gym - bentonville, ar
group fitness instructor, personal trainer (2001-2012)

- certified mad dog spin, les mills/bts body pump and body combat instructor, afaa certified personal trainer