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|  | Bill Tumas | | | | | | | |  |
|  |  | |  |  | | |  | |  |
|  | Automotive branding enthusiast | | | | | | | |  |
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|  | CONTACT |  |  | PROFILE |  | | |  |  |
|  | 215-272-7354[qwikhuh@gmail.com](mailto:qwikhuh@gmail.com) 407 Marion Dr  Harrisburg, PA 17112  **SOCIAL**  **\_\_\_\_\_\_\_\_\_\_\_\_**  [www.linkedin.com/in/BillTumas](http://www.linkedin.com/in/BillTumas)  [www.youtube.com/zerogivengarage](http://www.youtube.com/zerogivengarage)  IG:@zerogivengarage | |  | Experienced and passionate automotive professional with over 20 years of industry expertise spanning marketing, sales, mechanical, and on-camera representation. Deep understanding of the automotive aftermarket and performance categories. Skilled video host and on-camera mechanic known for bridging the gap between manufacturers and consumers with authentic storytelling. Adept in technical product knowledge, with hands-on mechanical ability and a strong presence at events, providing strategic support, brand advocacy, and customer engagement. | | | | |  |
|  | SKILLS |  |  | EXPERIENCE | |  | |  |  |
|  | Automotive Hands on mechanical Content creationVideo Host/productionSocial Media Brand Representation  Event Activation  Sales | |  | Turn 14 Distribution Domestic Performance Market Ambassador May 2024-Present Supported domestic sales team of the largest WD in the industry. Collaborated with sales, marketing, and purchasing teams to drive sales with existing accounts and pursue new relationships within the industry. CJ Pony Parts Brand Ambassador/Director of Video Content May 2005 – December 2023 Hosted and produced engaging, sales revenue producing automotive video content, delivering informative and entertaining reviews, walkthroughs, and tutorials. Created, managed, and grew multiple YouTube Channels, cultivating a loyal subscriber base. Conducted interviews with industry experts, showcasing the latest trends and innovations in the automotive world. Managed the video production process from concept to post-production, ensuring high-quality and timely delivery.  Represent brand and create sales opportunities at events and trade shows while building and maintaining positive relationships with community, customers, and industry partners. Created content strategies for various social media platforms to promote sales, brand awareness and engagement. | | | | |  |
|  | EDUCATION |  |  |  |
|  | Penn State University1992-1997 BA - Marketing | |  |  |