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|  | Bill Tumas |  |
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|  | Automotive branding enthusiast |  |
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|  | CONTACT |  |  | PROFILE |  |  |  |
|  | 215-272-7354qwikhuh@gmail.com407 Marion DrHarrisburg, 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  |  |  |  |
|  | AutomotiveHands on mechanicalContent creationVideo Host/productionSocial MediaBrand RepresentationEvent ActivationSales |  | Turn 14 DistributionDomestic Performance Market AmbassadorMay 2024-PresentSupported 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 PartsBrand Ambassador/Director of Video ContentMay 2005 – December 2023Hosted 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 University1992-1997BA - Marketing |  |  |