

Robert A. Hurst

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Education

Massachusetts College of Art, Graduate Certificate - Graphic Design,
Boston, MA

Boston Architectural Center

University of Colorado, B.A., Architecture, Boulder, CO

Professional Development

New England Estuarine Research Society. *Coming Back to Life: The Back to the Beaches Story* with Samantha Overton Bussell, April 2006

Seminar on Writing, Editing, Budgeting Video Presentations, February, 1994

A/E/C Systems '94 conference on computer presentations for marketing,
August, 1994

Seminar on Kodak Portfolio CD-Technology/Arrange-It software, August, 1994

Two-day training on Advanced Access and Word for Windows 6.0, April, 1995

Seybold '95 -Photoshop 3.0 seminar

Seybold 99 – Secrets of Web Design

Secrets of winning presentations Dag Knudson, March 2000

In the Hot Seat - Tips for Mastering Q & A Sessions in Community Meetings
(February 2002) - Joanne Linowes

Awards

Corporate Identity 8 -Art Direction/Hartford Pedestrian/Transit Project Signage

Corporate Identity 12 - Art Direction/MDC “Back to the Beaches” Signage

Society for Marketing Professional Services (SMPS)/1992 - Third Place,

Alternative Media category Massachusetts Turnpike
Spring Flower Show Exhibit

SMPS/1996 - First Place, Alternative Media Category - “Back to the Beaches”
transit posters/beach flags

SMPS/1996 - Third Place, Communication Campaign - “Back to the Beaches”
Campaign

Quark Express, 7.3 Photoshop CS6,
InDesign CS6, Illustrator CS6, Corel
Draw 12.0, Freehand 8.0,

Dreamweaver MX, Fireworks MX
Flash 5, WordPerfect, Word, Access,
Excel, PowerPoint, Adobe Premier,
Adobe Acrobat (Distiller/Reader),
Macromedia Director 6.5, video
capture and editing, sound editing.

Design Clients:

Accellent, Inc
Artigiano Stained Glass
Atlantic Coastal Kayaker Magazine
Boston GreenSpace Alliance
Boston Tango Society
Brigham & Womens' Hospital
Butterfish - An American Bistro
Camp, Dressor, McKee
Chappell Engineering
DuPuy/Mitek, Inc. (a Johnson &
Johnson Company
Eastland Landscaping
Edwards and Kelsey
Eyeglass Rescue, Inc.
Hall Properties
Harvard Law Central
Insurer's World

Experience

General Manager, Swordfish, LLC, Menemsha, MA

*General Manager of the Menemsha Inn, The Beach Plum Inn and Restaurant,
Menemsha, MA, April 2019 - November 2019.*

Responsible for budgeting, property maintenance, operations, hiring, firing, marketing, sales, guest relations. Headed a team of 35 maintenance, housekeeping, front desk, events, and restaurant employees.

The Menemsha and Beach Plum Inns comprise 39 rooms in a variety of styles from motel-type single rooms, to multiple room cottages, and full-sized houses. They are rented on a periodic basis. The Beach Plum Inn has 11 Inn type and small individual room cottages. The Beach Plum Inn has a full-sized restaurant, which serves breakfast, dinner, catered events and weddings. The Beach Plum Inn hosts 5 - 20 wedding and corporate events each year. The Menemsha Inn and Cottages has 28 rooms, a canteen for food service, gym facilities, and laundry facilities

During this transition year, I assisted the owners in transitioning from a General Manager, to self governing. During the season, I crafted a plan for beginning the transition from a natural gas environment to a high efficiency, low cost electrical environment. I replaced low efficiency hot water systems to high efficiency electrical

Clients (cont.):

Italy/American Chamber of
Commerce of New England
Judith Nitsch Engineering
Julia Ross Associates, Inc.
LTC Insurance Solutions
Raytheon
Ricondo & Associates
Sam Park & Co.
SEA Consultants
Simat, Helliesen & Eichner,
Inc.(SH&E, Inc.)
The Boston Harbor Association
The Cedar Tree Foundation
The Charles River Watershed
Association
The Engineering Center
The Louis Berger Group
The Metropolitan District
Commission (DCR)
The NEWEA Journal (magazine)
Thomas K. Dyer, Inc.
Traffic Solutions, LLC
William Rawn Associates

systems. I replaced antiquated heating and air conditioning equipment to modern high efficiency equipment.

I repaired and provided 24 hour service for an aging infrastructure of internet lines and equipment, oversaw an inventory of property wide repairs and maintenance projects, and provided guest services to all of our guests. This included TV troubleshooting, heating and cooling issues, plumbing and water delivery problems, and facility deficiencies.

General Manager, Edgartown Commons, Edgartown, MA.

General Manager May 2012 to February 2019.

Responsible for budgeting, property maintenance, operations, hiring, firing, marketing, sales, guest relations.

Edgartown Commons is a condo-hotel complex in Edgartown on Martha's Vineyard. The complex consists of 35 individually owned apartment-style, 1- and 2-bedroom units, in multiple buildings of varied styles. The complex includes a pool, playground and barbecue areas, as well as central laundry facilities and off-street parking.

Crafted and implemented a 7 year \$500,000 reconstruction/renovation program, Oversaw and acted as general contractor for 7 off seasons of improvements to the property. The improvement program included water and sewer upgrades, windows, siding, and roofing. New guest hot water boilers and laundry facilities for the hotel were selected, designed and installed. The pool was renovated with new lining and pumping facilities. The restroom and shower area at the pool were gutted and renovated. The windows, building trim and facade of the main building were made structurally sound and renovated. After completing the permitting process with the Edgartown Historic District Commission, I contracted the re-siding of the 1860 Main School House building.

The 20 year-old reservation system was replaced. Original programming for the new system was implemented to better suit the needs of the condo-hotel. A new online presence was designed, which has resulted in over 900 new contacts from guests per year in the online "request a reservation" module. An email list of 4,200 returning and new guests is maintained. A new way of contacting the guests was implemented - resulting in retention of 65% of our past guests into returning guests. E-mail marketing has replaced the older more expensive paper contact marketing materials resulting in further reach and new levels of adaptability to the brand.

A guest-centric approach to our guests has resulted in a highly satisfied and individually catered to pool of returning guests. I maintained a data base of guest preferences, gross sales increased 33%.

General Manger, The Island Inn, Oak Bluffs, MA

April 2015 - June 2016

I was hired as a crisis manager when the previous 2 managers left abruptly, during a period of great upheaval at the hotel. I was asked to design and implement new paradigms for owner financial reporting and to re-craft the owner-condominium assessments and the core expectations of management responsibilities to the 51 different owners. Nearly all the personnel of the hotel had either left previously or had to be replaced. I stabilized the front desk personnel, the back office personnel, and changed the way the housekeepers and maintenance staff reported and carried out their responsibilities.

I was responsible for hotel budgeting, operations, property maintenance, hiring, firing, marketing, sales, guest relations. In a single year I increased the gross sales by more

than 20%, returning the hotel to profitability and a sounder financial footing. I implemented a new reservations system.

Proposal Graphics, Owner, March 2003 to Present

Design and marketing materials for selected clients in Boston.

PCI/NE (the Precast/Prestressed Concrete Institute – New England Region)

Director of Marketing – New England Region

August 2002 – March 2003

Create, run, and maintain the PCI/NE office. Office duties included creating, maintaining, allocating and spending a yearly \$300,000 dollar budget. The PCI budget consisted of salaries, benefits, travel and entertainment, automobile expenses, marketing and office expenses. I maintained budget lines for printing and production of stationary, phone, toll free phone, fax, e-mail addresses. I created the office in my home, kept and maintained stocks of PCI and PCI/NE printed material, technical manuals, monthly publications, magazines, and trade journals.

I represented the Precast/Prestressed manufacturers of the New England and New York marketplace. I called on Architects, Engineers, Contractors and State Agencies in an effort to make them aware of the benefits of using precast/prestressed concrete products in their building and transportation projects. The primary vehicle I used for contact with an audience of over 8,000 individuals and companies was a newsletter, which I was solely responsible for and which was published 4 times a year. The newsletter contained articles, some of which I wrote, others of which I had caused to be written.

I gave presentations on all aspects of Precast design, including Architectural (building envelope) elements, Hollowcore (a flooring product), Integrated Building systems, Parking Garages (95% of all parking garages are precast), and bridge design and construction. I did these presentations up to 9 times a month, traveling all over New England and New York.

Peabody Construction, Inc. June 2001 - January 2002

Marketing Director

235 person construction services company. Reporting to the president of the firm, the position was in full charge of marketing efforts made to public and private sector companies and agencies. Prepared letters of qualifications, proposals and interview packages. Redesigned the companies collateral materials, re-organized the companies computer marketing files and structure, designed new marketing materials for a company Peabody purchased and adapted existing materials for a new division the company started.

Company purchased and managed a smaller firm - Beaver Builders. Directed the marketing efforts for the new company and merger. Company initiated a new division - Peabody Construction Special Projects. Managed and coordinated the marketing efforts for the new division.

Initiated new procedures and written material for proposals and qualifications. Previously the company sent out unedited, unchecked materials. Under my direction each and every qualification package and proposal was checked for accuracy and adherence to the guidelines set out in the request. Questions were answered individually and with materials developed for that question, rather than something of the shelf, often not address the question.

Organized, developed materials for, and led a team of 6 firms in a Design/Build coalition to pursue The Roger Williams Park Botanical Center in Rhode Island. Wrote/coordinated the Statement of Qualifications, wrote and organized the interview process.

The Louis Berger Group, Inc. March 2001 – June 2001

Marketing Coordinator for the Energy Group. Half Time position

2000 person firm with offices nationally and internationally. Produced marketing materials and coordinated marketing efforts for Needham office in the Energy Group. Responsible for strategic thinking and implementation of marketing goals for the group. Original writing, editing and production of marketing materials. Involved in researching project opportunities, bringing potential clients to the attention of the firms, principals and go-no-go decision making. Created and maintain the site: www.bergerenergy.com

Rizzo Associates, Inc., May 1998 – March 2001

Director of Graphic Services/Art Director. 200 Person environmental/civil/transportation engineering firm, located in Framingham, MA. Staff of three.

Responsible for overall corporate identity, collateral, sales materials that the company uses. Responsible for all facets of graphic design and communications, including print, environmental graphics, display and event graphics, multimedia presentations, reports, proposals, advertising and trade show exhibits and web design.. Responsible for maintenance of the web site www.rizzo.com, www.bikerizzo.com, www.rizzo.extranet.com. www.butterfishbistro.com,

Responsibilities include art direction, design preparation and quality control oversight of multi-disciplinary engineering studies.

HNTB Corporation, Boston, MA, June, 1986-April 1998

Northeast Divisional Art Director - Director of Graphic Design for architectural/engineering/planning firm. 400 Divisional employees/2000 nationwide. Staff of two. Responsibilities include budgeting, scheduling, design conceptualization and execution of company publications and collateral material.

- Direct preparation and execution of design of proposals, reports and interviews including corporate identity packages for joint ventures, cover and text design, design of specialty brochures for specific projects, project photography, multimedia projects, presentation materials and collateral publications.
- Contract and direct photography including art direction of photographic sessions and approval of final printing for publication and other uses. Maintain a slide library of 65,000 slides used extensively by other HNTB offices, clients and project managers. Created and designed national database of photographic images now used in numerous offices and firm's corporate headquarters.
- Execute photographic editing and image manipulation used in client presentations. Maintain electronic media files and electronic library of marketing materials.
- Train and assist division offices in use of multimedia, electronic imaging and presentation types. Support smaller regional offices in graphic services.

Experienced in all types of digital imaging production including direct-to-plate, direct-to-press, slide generation, large format postscript printing, raster image processors, digital video formats, screen printing, and scanning and production.

Graphic Designer - Coco Raynes/Graphics, Inc. Boston, MA,

March, 1984 - March, 1986

- Designed and supervised production of print and signage projects. Representative clients and projects included the Maine Medical Center in Portland, ME and the Massachusetts Eye and Ear Infirmary, Boston, MA; Designed one, two and four-color posters, catalogs, brochures and packaging systems.

Selected Completed Assignments

- Art direction and production of 2 PowerPoint shows for 2 major American Airport Authority's in support of 2 European airlines. The airport Authorities wished to present their case for direct service between their city and the airlines hubs in western Europe. Understanding and comprehension of the dynamics, financial impacts and ridership implications for these routes was necessary to assist in shaping the presentation, which included video, Powerpoint files and a stand-alone exhibit. The graphic exhibit was designed by myself and produced, mounted, setup, and taken down in Europe under my direction from the states.
- Complete rebranding of a Contents Replacement firm in Canton, MA. Work included new corporate identity, new collateral materials, new sales presentations, and two new trade show exhibits.
- Design and production of 2 magazines. One is a monthly magazine, Atlantic Coastal Kayaker. I created the templates, format the layout and text, as well as create some of the advertising for advertisers who do not have the capability. I perform the same functions for The NEWEA Journal, a quarterly trade magazine that presents technical papers and conference proceedings for the water industry in New England.
- Art Direction, editing, design, and production of an award winning presentation to the American Council of Civil Engineers (ACEC). Provided and created original graphics in support of the firms pursuit of the Grand Conceptor award given out yearly by the ACEC. Conceived and provided strategic thinking for an interview package which included slides and a handout, and a 30 x 30 nationally displayed presentation board which summarized the project.
- Art Direction and production of multimedia and print materials in support of New England Patriots stadium replacement in Foxborough, Massachusetts
- Art Direction and production of multimedia and presentation materials for Perini Corporation. Materials were used in support of a \$100M dispute claim against an owner.
- Art Direction and production of multimedia presentation to Massport board of Directors in support of \$100 million Ground Access Management Plan. In depth understanding and explanation of Transportation and Transit modes were required to produce 2 hours of media content including MPEG and WAV files from Raw video tape as well as captured television segments.
- Art direction and production of winning presentation for the Salt Lake City airport renovation for the 2002 Olympics. Involved significant effort designing exhibit materials, print materials and multimedia materials. Design award of over \$60 million dollars was among the largest ever awarded to the firm.
- Art direction and production of winning presentation for the addition of a new terminal and runway system at the Greater Orlando Airport. Involved print and multimedia materials. Design award for master engineering services of over \$60 million dollars was the largest ever for HNTB's south Florida practice

- Art Direction and production of numerous multimedia (Director 6.5) presentations nationwide in support of nationally ranked and identified (by HNTB) architectural and engineering projects. Win ratio of over 50% contributed significantly to the firm's practices in Boston, Alexandria (VA), Fairfield (NJ), Miami and Orlando.
- Design, preparation and production of Seaport District brochure and map showing the businesses and sightseeing locations in the newly formed South Boston Maritime District.
- Art direction, design and execution of twelve panel display for the Metropolitan District Commission celebrating the Centennial of the agency and the creation of the 54th cavalry regiment (from the movie "Glory").
- Art Direction, design and execution of 316 Flags displayed at 19 beaches owned by the City of Boston and The Metropolitan District Commission. Art direction, copywriting, design and production of 200 Massachusetts Bay Transportation Authority (MBTA) overhead posters for the "Back to the Beaches" campaign paid for by the City of Boston. Art direction, copywriting, design and production of 300 MBTA and commuter rail end panel posters advertising the City's "Back to the Beaches" Summer '95 campaign. Art direction, design, copywriting and production of 10 billboards for the "Back to the Beaches" Summer '95 campaign.
- Concept, art direction and execution of two award-winning multimedia displays at the 1992 and 1993 Massachusetts Horticultural Society's Spring Flower Show for the Massachusetts Turnpike. Design concept for Massachusetts Turnpike's 1994 Flower Show Exhibit.
- Art direction and design of 1" = 1 mile scale map of both the Massachusetts Turnpike and the Maine Turnpike. Originals hang in Chairman's office and the boardrooms' of the two clients. Art direction of collateral material.