

gary.phipps86@gmail.com

Greater St. Louis Area

www.linkedin.com/in/garyhipps86

Gary Phipps II

Writer | Marketer | Recruiter | Veteran | Commercial Drone Pilot

Professional Summary

An adaptable professional with diverse experience in writing, recruitment, drone operations, and marketing. Adept at leveraging skills in advertising, content creation, and data analysis to drive brand awareness and business growth. Proven record in full lifecycle recruiting and navigating complex regulatory environments like FAA regulations and DoD protocols.

Professional Experience

SmartDrone Inc. (Remote)

Field Application Specialist (Sep 2022 - Present)

- Conducts drone LiDAR/Photogrammetry operations for land surveying, civil engineering and multiple other industries.
- Ensures compliance with FAA and local regulations.
- Develops client relationships through outdoor sales and cold calling.
- Attends trade shows and conferences on behalf of the company.
- Holder of current Commercial Drone Pilot License (Part 107).

PDS Defense (Remote)

Aerospace Defense Recruiter (Jan 2022 - Aug 2022)

- Recruited cleared candidates for DoD contractors using Bullhorn CRM.
- Managed candidate requisitions and revised resumes for optimization.
- Utilized career platforms like LinkedIn, Monster and others for candidate sourcing.

Tri-National Inc., St. Louis, MO

Marketing Manager (May 2019 - Nov 2021)

- Led marketing initiatives for brand awareness, utilizing digital and traditional platforms.
- Managed budgets and provided weekly reports to senior management.
- Practiced SEO/SEM, A/B testing, and other advanced marketing strategies.
- Created content for both digital and physical marketing.

Beacon Hill Staffing Group, St. Louis, MO

DoD Technical Recruiter (Aug 2016 - May 2019)

- Specialized in recruiting for DoD government contract positions with security clearance requirements.
- Advised leadership on recruiting trends and tactics.
- Performed background and clearance checks.

Technical Recruiter (Aug 2016 - Oct 2018)

- Recruited for various technical roles, managing the full recruitment cycle.
- Coordinated with Account Executives to meet client staffing needs.

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Freelance, Metro St. Louis Area

Social Media/Branding Consultant (Aug 2014 - Present)

- Develops social media marketing strategies for businesses and individuals.
- Specializes in content creation, management, and paid promotions.

United States Army

Various Roles (July 2006 - Oct 2016)

Completed multiple combat tours and received several commendations for achievements.

Detailed Recruiter - Aug 2014 – Oct 2016

- In my role as a U.S. Army recruiter, I networked with civilians and community leaders to promote military enlistment, conducted presentations at various organizations, and managed social media to attract candidates and highlight Army careers. My efforts included engaging with potential recruits and publicizing Army events and success stories online.

Cavalry Scout - Oct 2008 – August 2014

- I led a Scout Section of 10 personnel, overseeing their discipline, training, and well-being, and managed equipment worth over \$400,000. My role involved gathering and analyzing battlefield intelligence for command decisions. I served in Iraq during "Operation New Dawn" in 2011 and participated in the humanitarian "Operation Unified Response" in Haiti in 2010.

Operations NCO - Dec 2012 – June 2013

- Ran the administrative aspect of a combat unit. Developed Tracking methods for Unit Command tasks. Managed and tracked over 100 soldiers' personnel and training records.

Cannon Crew Member - July 2006 – Oct 2008

- As a member of the M119 Howitzer Gun Team, I participated in joint forcible entry exercises and served in Iraq during Operation Iraqi Freedom (2007-2008). I engaged in over 200 combat missions with the 2/319 Airborne Field Artillery Regiment, 82nd Airborne Division.

Education & Training

Various Military Leadership and Technical Courses (2006 - 2015)

High School Diploma, Roxana High School, Roxana, IL (2005)

Part 107 Commercial Pilot Certification

Awards & Recognitions

Army Commendation Medal x2, Army Achievement Medal x2, Certificate of Achievement x2.