

## Contact

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## Top Skills

Wireless

Telecommunications

Sales Operations

## Certifications

Certified Permaculture Landscape Designer

CECSL - Certified Erosion Control and Sediment Lead

## Honors-Awards

Nike Maxim Award Winner #1 Nike is a company

No Limit Award Winner

No limits Award Winner

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# Doug Crimin

Area Manager | Landscape Designer | Plant Geek | President of Green Roof Info Thinktank

Portland, Oregon, United States

## Summary

Growing up in the Pacific Northwest, I have become familiar with rainy days and nights and the storm water they generate. As a kid, I was fascinated by puddles. As I would walk to school after a rain event, I would imagine that puddles were miniature lakes. Occasionally, I started to notice the colorful layered sheen that seem to float on top of some of these puddles. This sheen would catch the light, and I would find it curiously beautiful. Eventually, I learned this was a form of pollution. It was oil, after dripping from a car or motorcycle, it was making its way into our stormwater system and even into rivers.

My relationship with water would eventually blossom into a passion for spending time outdoors, especially around rivers. Over the years, I started to notice the difference between the conditions of the rivers near the city and those near the mountains. I would speculate about activities and conditions that lead to the drastic change in water quality in these rivers.

In my early career days, I was working for great companies like Nike but not doing work that had meaning and environmental impact. In 2015 my mother passed away due to breast cancer and as I entered a new chapter in life, I decided to explore a career change. I went back to school seeking education and specialized training to enter the "green industry" and a career with purpose, one that might be a cog in the wheel preventing further pollution of our rivers and maybe even help restore them.

Today, I am a caretaker of the environment, a landscape designer, a steward of forests streams and rivers, a horticultural geek, a certified tree hugger. The work I do has a lasting impact on my life and our environment.

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## Experience

Pacific Landscape Management  
Area Manager

December 2019 - Present (4 years 11 months)

Oregon

### DeSantis Landscapes

Account Manager

March 2016 - December 2019 (3 years 10 months)

Oregon, United States

Full time student

Full time Student

2014 - June 2018 (4 years)

### LCW Wireless Operations, LLC

6 years 4 months

Regional Sales Manager

November 2010 - January 2013 (2 years 3 months)

Oregon/Washington

Responsible for facility management for multiple retail locations, retail messaging, store design, visual merchandising, field execution/audit, in-house design and metric reporting. In charge of fixture installation, new store builds, and successful openings. Training and development of new and existing store staff. Responsible for seasonal merchandising roll-outs. Collaborated with corporate fixture team to enhance company device bars with a design that is now used across all markets. Built comprehensive excel sales tracker that is still utilized in multiple markets. Worked cross functionally within the organization to drive the retail message with sales process to enhance revenue. Tracked and managed retail sales budgets, and maintenance budgets. Worked closely with maintenance vendors to determine work, schedule and follow up to ensure high quality performance.

### Assistant Marketing Manager

August 2007 - November 2010 (3 years 4 months)

Oregon/Washington

Managed corporate partnerships with Portland Trailblazers, Portland Timbers, Portland Beavers, Pioneer Courthouse Square, Galvanic Design, Portland Rose Festival ensuring creative concepts, and marketing event objectives were successful and mutually beneficial.

Designed and produced the first signature device (cell phone) for Portland Trail Blazers and Cricket. Including merchandising strategy, in store messaging and general go to market strategy.

Managed all corporate and retail event marketing in Oregon and SW Washington for Cricket Wireless. Created, tracked and managed multi-million dollar marketing budget.

Responsible for new store builds and improvements, including build-outs of over 100 retail doors in the Chicago market. Served as primary negotiator with contract vendors and was successful in developing a "preferred vendor" list still in use today.

#### Market Inventory Manager

October 2006 - August 2007 (11 months)

Oregon/Washington

Set up and organized all inventory rooms in Oregon and Washington. Streamlined inventory fulfillment by setting location labels that were easy to read and unambiguous. Used clear item descriptions and product numbers to keep inventory easy to locate and stock. Set clear easy to follow policies and helped train staff keep inventory handling consistent. Proactively tracked selling trends and anticipated hot sellers to ensure adequate inventory levels at peak selling season. Successful in leading our nations accessory take rate by ordering additional accessory SKUs normally not carried in our region. Set merchandise sales floor to include additional accessories and give accessory wall nice full look.

#### Nike

8 years 2 months

#### Supply Chain Manager

July 2001 - October 2006 (5 years 4 months)

#### Sales Associate

September 1998 - July 2001 (2 years 11 months)

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## Education

#### Portland State University

Business, Management, Marketing, and Related Support Services · (2009 - 2011)

#### Portland Community College

Associate's degree, Environmental Landscape Management

#### Portland Community College

Associate's degree, Landscape Design

Portland Community College

Portland State University

Professional Development Center, Merchandising and Marketing Operations  
Certificate