

JUSTIN ROLLO

*Technologically driven
self-starter with strong
analytical skill set,
inquisitive nature,
and diverse
background
seeking employment
in a challenging,
fast-paced environment
with significant
potential for
advancement.*

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EDUCATION

Worcester State University – Worcester, MA

Bachelor's of Science

Public Service and Urban Planning – 3.2 / 4.0

2002 to 2006

WORK EXPERIENCE

Real Estate Sales Agent

Properties In The Hub (Zip Realty) – 2010 to present

- Act as both a buyer's and seller's agent in various real estate transactions in the Greater Boston Area and beyond, while maintaining a stringent ethical code.
- Prospect new clients and build lasting relationships with them throughout the sales process.
- Schedule and coordinate showings for active clients for properties they are interested in, along with obtaining relevant market data such as recent comparable sales, local housing supply and absorption rate and market history of the specific property to formulate a unique bidding strategy with the sole goal of getting the property at or below fair market value.

Business Consultant

Bodog Poker – 2009 to present

- Act as a liaison between customers and site management to implement software enhancements, champion player concerns, and improve brand strength.
- Build and maintain relationships with high revenue generating customers as first point of contact for the company within online communities to retain customer base as well as add new users.
- Relay information at the behest of upper management and C-Level executives directly to the customer base, answering the resulting questions as well as assuaging any subsequent concerns.
- Actively give feedback on future promotions, enhancements, and general business direction to poker room management team.

Professional Poker Player

Self – Employed – 2006 to 2010

- Profitably played poker professionally, employing proper bankroll and time management, in addition to game theory and problem-solving based on variables such as player tendencies, stack size, and win probability.
- Poker career highlighted by over \$1.5million in total tournament cashes within a 5-year period, recognized in the top 5% of tournament players in the World over that time based on ROI statistics.
- Utilized reputation within the poker industry, alongside tournament results, to successfully brand myself, securing sponsorships and investors for major land based tournaments.
- Published author of numerous theory based articles in Cardplayer Magazine, the largest circulated poker related magazine
- Founding team member of subscription based poker tutorial site where I produced videos for members, articulating and employing advanced poker theory and showings its use in practice.

Business Consultant

Poker Stars – 2006 to 2008

- Worked with a small tournament team to overhaul the entire tournament schedule based on user input and consumer activity numbers during different periods of the day. Varied the thousands of daily tournaments to increase customer session lengths and monthly gross revenue.
- Advocated for new tournament offerings to poker room upper management to fill gaps in service, ultimately resulting in additional revenues for the company of over \$250,000 a month
- Utilized advanced Microsoft Excel techniques to analyze, flatten, and script tournament payout structures for a large percentage of the poker room's tournaments, reducing the customer attrition rate and improving passive revenue for the company through the resulting increase in accrued interest on the higher player account balances.
- Created and managed promotions to engage segments of the player pool and increase brand loyalty and trust within online communities.