

## Application Form

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### Profile

Prefix Marshall Middle Initial Orenic Suffix

marshalloreanic77@gmail.com  
Email Address

891 Northfield Ct Suite or Apt

Harrisonburg VA 22802  
City State Postal Code

### How many years have you been a resident of Harrisonburg?

11 years

Mobile: (540) 209-3533 Alternate Phone

Allstate Market Sales Associate  
Employer Job Title

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**Demographics** - *(Submission of this information if voluntary and will not subject you to any adverse treatment should you chose to not complete)*

### Ethnicity

Caucasian/Non-Hispanic

### Gender

Male

### What is your age?

40-50 years old

### Are you reapplying for a current position you hold? \*

No

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### Which Boards would you like to apply for?

Harrisonburg Redevelopment and Housing Authority (HRHA): Submitted

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### Interests & Experiences

Marshall Orenic

Please tell us about yourself and why you want to serve.

**Why are you interested in serving on a board or commission?**

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I want to serve the city by offering the knowledge I have accumulated in my thirty years of business management. I believe that having as much input as possible is important in a functional governing body. I have much of that input and, want very much to serve Harrisonburg in a capacity that allows my insight. My family motivates me to succeed. My community gives me hope.

**What other interests or concerns do you have regarding the community?**

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I am concerned about the quality of education, accessible mental health programs and the huge inventory shortage of housing in the city. I have three children in the public schools. I have transportation, education, environmental security, and housing availability concerns that will impact all of our kids future.

**What relevant experience or education do you have to this board or commission?**

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I was raised in the Shenandoah Valley, I am a community minded business professional with over 20 years of management, sales building, coaching and motivating. I've worked with large organizations and as an independent advisor.

**Please list any past or present community involvement e.g. City Council, Boards and Commissions, Citizen Academy, etc. in Harrisonburg or elsewhere:**

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I ran for public office and was grateful to meet and have conversations with the Harrisonburg community. I have been a volunteer in different rolls for Shenandoah Valley United Soccer club.

[Marshall\\_Orenic\\_Resume\\_2022.pdf](#)

Upload a Resume

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**EPSAC Applicants only**

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**Bike/Pedestrian Subcommittee Applicants only**

# Marshall Orenic

891 Northfield Court, Harrisonburg VA 22802  
Mobile: 540.209.3533 - marshallorenic77@gmail.com

## Summary

Energetic management professional versed in business management, finance and sales. Emphasizes process improvement to increase profits and customer satisfaction.

## Skills

- Manages to high standards of team morale and productivity by listening to the needs of the staff
- Recruits, hires, trains and development of team members and managers - through resiliency
- Self-disciplined - I can set my own schedule to Accomplish goals
- Proven track record in initiating local marketing endeavors and sales building; implementing company objectives and sales goals while servicing existing customers by cultivating lasting relationships
- Proficient in Microsoft Office, Excel, PowerPoint and Publisher
- Extensive knowledge of profit and loss reconciliation and budgeting
- Supervision: Experience overseeing eight units. supervised two certified training units
- Experienced in public speaking

## Accomplishments

- Directed the openings of four new units
- Achieved number two in the country in same store sales growth
- Silver Started Award for outstanding sales
- Presidents Club for individual sales
- Licensed in P&C, Life, Health and Annuities in the state of VA and WV

## Education and Training

### Associate of Science: Business Administration

Serve Safe Certified through 11/2024

Licensed in Property & Casualty Health, Life & Annuities

Certificate in Sexual Abuse Awareness Training – Youth Sports

HOA Vice President – Northfield Court Section 5

## **Experience**

### **Market Sales Associate – Allstate Insurance Company**

April 2022 - Present

### **Inhouse Sales Marketing – Massanutten Resort – McGaheysville, VA**

October 2021 – April 2022

### **General Manager – VA BBQ & Pizza Co – GEP/Massanutten Resort – McGaheysville, VA**

Dec 2019 – Sept 2021

### **FOH Manager – Campfire Grill – GEP/Massanutten Resort – MaGaheysville, VA**

Jan 2019 – Dec 2019

### **Multi-Line Representative – State Farm – Bridgewater, VA**

April 2018 – Dec 2018

### **Advisor – Futurity First Insurance Group – Harrisonburg, VA**

August 2017 – April 2018

### **Representative - Mutual of Omaha Insurance Company – Harrisonburg, VA**

September 2015 to August 2017

### **Operator - CiCi's Pizza – VA and MD**

July 2014 to June 2015

Mentored, coached and trained over 175 team members and managers  
Identified inefficiencies and made recommendations for process improvements to the franchisee

### **General Manager - Qdoba Mexican Grill – Harrisonburg, VA**

August 2012 to July 2014

Was a certified training unit for the region. Increased weekly revenue by six percent.

### **Volunteer Coach & Manager – Shenandoah Valley United Soccer – Harrisonburg, VA**

2017 - Present