

Chase William Kruppo

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OVERVIEW

Creative business manager with over 14 years of sales experience, 9 years of experience in graphic design, and 8 years in nonprofit fundraising and freelance business consulting. Has integrated diverse skill sets to successfully lead projects and organizations from inception to succession. Expertise in office productivity tools, Adobe CC [Photoshop, Illustrator, Soundbooth, Premiere], web development/digital imaging/video/audio editing software, and social media marketing. Excellent communication, presentation, and public speaking skills.

EXPERIENCE

Griffin Corners- Fleischmanns, New York, Apr 2013 - present

Managing Director & Head Beekeeper

- Organizes and operates a honey farm co-op with local hive share members
- Conducts agritourism farm visits; wholesale and retail sales of raw, treatment-free honey

chase|now- International (NY, UK, IN), Oct 2009 - present

Freelance Graphic Design & Business Consultant

- Creates Facebook ad campaigns that hit the target demographic with sustained organic growth
- Creates email marketing campaigns with open and click-through rates better-than-industry on a monthly basis
- Cultivated engaged audiences for annual statewide fundraising event, with web and print assets distributed by the thousands (logos, t shirts, brochures, posters, rack cards, etc.)
- Moved client's website from unsearchable to top 5 or above on Google

Mountain Creek Ski Resort- Vernon, New Jersey, Jan - Apr 2018

Call Center

- Sales and reservations for private lesson and kids winter snowsports programming
- Provided general information to guests and routed incoming calls throughout the resort

Oneonta Family YMCA- Oneonta, New York, Apr - Aug 2017

Welcome Center Staff - Front Desk & Marketing

- Implemented 5S organizational management techniques in the welcome center workspace
- Conducted internal review of membership policies and procedures as part of strategic planning and marketing workgroups
- Designed on-brand content for print, web, and social media
- Data mining and research report generation for non-profit board and decision-makers

Brewery Ommegang- Cooperstown, New York, Oct 2015 - May 2016

Store Staff & Tour Guide

- Conducted brewery tours, beer tastings, and retail store sales
- Assisted in seasonal hiring process and collaborated with retail manager, cafe manager, and brewery staff to train and re-educate employees on brewing process and company changes
- Supported event staff for concert series and beer fests

Drew University- Madison, New Jersey, Jul - Aug 2015

Data Analyst Temp

- Worked remotely with student records in a Banner database, extracted key details from transcripts
- Quantified and recalculated data points for college admissions research project

Olympic Regional Development Authority of New York- Highmount, New York, Nov 2014 - Apr 2015

Group Sales - Belleayre Mountain Ski Center

- Managed reservations for private/group/kids winter snowsports programming
- Represented brand at trade shows and public relations events in the New York State area

Lovesac

Sales Operations Coordinator- Stamford, Connecticut, Aug - Sep 2014

- Managed fulfillment of marketing and back-office supplies for 60 stores in a national chain
- Designed visual aspects of employee training decks; in-store selling guides; corporate job description templates
- Simplified, automated processes for in-house printing projects, reducing materials waste by 33%
- Beta-tested new mobile design app, uncovering flaws in rolling out tablets in 10 test sites around US

Relationship Lead- Bridgewater, New Jersey, Jun - Aug 2014

- Managing customer relationships and follow-up; facilitating referral program for a contemporary furniture retailer.

American Cancer Society- Cedar Knolls, New Jersey, Nov 2010 - Mar 2011

Special Events Manager - Relay for Life

- Created and maintained income development projects in Northwest NJ with a \$200k portfolio
- Designed online event participant mapping tool using Google Earth and BatchGeo

EDUCATION

Penn State University - College of Agricultural Sciences via Penn State Extension

Beekeeping - Online self-study - April 2013

Fairleigh Dickinson University - College at Florham, Madison, New Jersey

Bachelor of Science in Business Management, specialization in Entrepreneurial Studies- May 2010

Fairleigh Dickinson University - Wroxton College, Wroxton near Banbury, Oxfordshire, UK

Art, Literature, Politics- **Study Abroad**, Spring 2008

PROFESSIONAL & COMMUNITY AFFILIATIONS

- Active Freemason; Madison Lodge #93 F&AM, Ocean Lodge #89 F&AM, Oneonta Lodge #466 F&AM, 32° Scottish Rite- Valley of Northern NJ, Northern Masonic Jurisdiction
- Fleischmanns Alliance for Business member - village business organization
- Pure Catskills member - marketing collective of regional farm & forest products in NYC watershed