

# Chase William Kruppo

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## OVERVIEW

Creative business manager with over 15 years of sales experience, 10 years of experience in graphic design, 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, Audition, Premiere], web development/digital imaging/video/audio editing software, and social media marketing.

Excellent communication, presentation, and public speaking skills.

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## EXPERIENCE

National Winter Activity Center- Vernon, New Jersey, Nov 2018 - present

### **Snowsports Instructor - Alpine Ski Coach**

- Mentor for youth-serving organization teaching skills to beginner and intermediate skiers
- Facilitates beginner nordic skiing and snowboard sessions

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**

- Designs websites and social media accounts, training clients how to manage their own content
- Creates Facebook ad campaigns that hit the target demographic with sustained organic growth
- Creates email marketing campaigns with better-than-industry open and click-through rates

Tiffany & Co.- Parsippany, New Jersey, Nov 2018 - Jan 2019

### **Operations Associate**

- Seasonal order fulfillment of luxury goods for global distribution center

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

- Managed 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
- Designed online event participant mapping tool using Google Earth and BatchGeo

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**EDUCATION**

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

Bachelor of Science in Business Management, specialization in Entrepreneurial Studies

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

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

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**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