

# 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. Integrated diverse skill sets to successfully lead projects and organizations from inception to succession.

Expertise in office productivity tools, Adobe Creative Cloud [Photoshop, Illustrator, Audition, Premiere], web design, and social media marketing. Experience with data science and Google Ads.

Excellent communication, presentation, and public speaking skills.

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## EXPERIENCE

Winter4Kids - National Winter Activity Center - Vernon, New Jersey

**Program Lead** - May 2019 - Mar 2020

- Recruited, trained, and retained a coaching staff of 70 for a winter snowsports day camp serving 1,000 kids/week and over 3,000 kids per season; conducting off-site, in-person fittings for each child
- Rotating manager-on-duty scheduled staff, assigned groups, resolved conflict
- Alpine ski instructor; facilitated Nordic skiing and snowboarding for youth mentorship program
- Assisted curriculum development and created digital and printed visual assets for daily use
- Used data visualization tools to create heatmap projections of labor supply and demand

**Snowsports Instructor - Alpine Ski Coach** - Nov 2018 - May 2019

- Mentor for youth-serving organization teaching skills to beginner and intermediate skiers
- Facilitated beginner Nordic skiing and snowboard sessions
- Assisted in snowmaking and equipment setup for Nordic center

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 - NY/NJ, US & Pune, India, 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

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; research report generation for non-profit board and decision-makers
- Designed on-brand content for print, web, and social media

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

**Store Staff & Tour Guide**

- Conducted brewery tours, beer tastings, and retail store sales

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

**Data Analyst Temp**

- Worked remotely with student records, 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

Lovesac

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

- Managed fulfillment of marketing and back-office supplies for 60 stores in a national chain

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

- Managed customer relationships and follow-up; facilitating referral program for furniture retailer

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

**Special Events Manager - Relay for Life**

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**EDUCATION**

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

Bachelor of Science in Business Management, specialization in Entrepreneurial Studies

- **Study Abroad** - Wroxton College, UK - Art, Literature, Politics

**IBM** - Coursera - 2021

Professional Certificate in Data Science

- Data visualization and analysis, machine learning using Python and SQL; IBM Watson Studio

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**PROFESSIONAL & COMMUNITY AFFILIATIONS**

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