

Cody Bonsma

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EDUCATION

Georgia Tech – Atlanta, GA

November 2020

Full-Stack Web Development Coding Bootcamp

The University of Georgia - Athens, GA

December 2018

Bachelor of Business Administration in Marketing

GPA: 3.40/4.00 - Honors: Hope Scholarship Recipient

RELEVANT WORK EXPERIENCE

AnswerRocket, Atlanta, GA

Sales Development Representative

- Sourcing new sales prospects and reaching out to them to book appointments for software demonstrations
- Gaining a clear understanding of our prospect's needs to see if AnswerRocket can be a good fit
- Providing feedback to the Marketing team regarding campaign leads

Vorsight Arlington, VA

March 2019 – November 2019

Sales Development Representative / Quad Captain

- Market, message and research on behalf of B2B clients in finance, high-tech, consulting and other industries
- Conduct peer-to-peer conversations and secure introductory sales meetings with senior-level decision makers
- Develop world class sales prospecting and conversation skills, averaging 150-200 dials daily
- Manage and own client relationships
- Onboarding new SDRs by training, coaching, mentoring, and leading skills sessions
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IMG College Athens, GA

August 2018 – December 2018

Property Assistant

- Manage and fulfill the university's athletic partnerships for large sponsors.
- Fulfillment of off-field/court promotions for IMG sponsors (sponsorship tours, media day events, promotional tracking)
- Execution of on-field/court promotions for IMG sponsors

Petals On Prince Athens, GA

May 2017-August 2018

Customer Relations / Content Marketing

- Revitalized online social media platforms to increase the company's online presence
- Managed online social media platforms
- Managed customer relations and responsible for special deliveries

Innvision Hospitality Inc. Griffin, GA

May 2016-August 2016

Undergraduate Business Intern

- Conducted market research to improve valuation models
- Revamped company social media platforms to improve online branding
- Managed online advertising campaigns using social media platform tools
- Created online marketing tools to help portray the company's values and culture
- Acted as a customer liaison by acquiring updated pricing and inventory information

CAMPUS AND COMMUNITY INVOLVEMENT

American Marketing Association, University of Georgia Member

September 2017- August 2018

Delta Tau Delta Fraternity, Epsilon Omega Chapter Alumni

May 2015-Present

GER-1101, Georgia Southern University Teacher's Assistant

January 2015-May 2015

Phi Eta Sigma, Honors Society Member

December 2014-Present

SKILLS AND INTERESTS

Language Skills: Fluent in English, Dutch, and German

Technical Skills: HTML5 / CSS3 / JavaScript / JQuery / MongoDB / React.js / MySQL