

Adam Ruppert

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Education

- ❑ *Master of Business Administration* *June 2020*
Cyber Security Concentration
California State University, San Bernardino
- ❑ *Information Systems Technology, B.S.* *June 2018*
Cyber Security Concentration
Business Administration, B.A.
Marketing Concentration
California State University, San Bernardino

Certification

- ❑ *CompTIA Security+ Certification- 501* *August 2018*

Courses Taken:

- ❑ *Information System Technologies*
 - ❑ Network Security, Risk Assessment, Information System Planning & Policy, Network Defense, Computer Forensics, Python, Database Management, Networking Principles, Security System Management and Information Networking & System Security
- ❑ *Marketing*
 - ❑ Marketing Research, Professional Selling, Sales Management, Market Planning, Marketing Focused Decision Making, Marketing Management and Data Marketing,
- ❑ *Business Administration*
 - ❑ Supply Chain Management, Human Resources, Accounting Principles, Managerial Financing, Strategic Management, Administrative Communication, Managerial Writing, Global Strategy and Business Capstone

Employment History

Recreational Center- *Climbing Wall Staff* *October 2019 - February 2020*

- ❑ While employed at California State University Recreational Center as a climbing wall staff, my duties were to check in individuals, maintain inventory, belay individuals, clean the holds, discuss proper climbing technique and set climbing routes.
- ❑ The managers trusted me to set climbing routes without supervision. Route setting included setting up ropes, gathering the proper equipment, developing the type of climb, and self-belaying while making the route.

KIGT Charge Points - *Internship* *September 2018- January 2019*

- ❑ During the start of my graduate program, I was involved with an internship with KIGT. KIGT was a start up seeking to install charge points at developing locations for the upcoming electric vehicle market. During this short internship, I was in charge of researching credit card transactions, establishing an overview of the project, and figuring out the next steps. We were assigned to read the ISO-27000 documents and become familiar with them. We would meet on a weekly basis where I would present all my findings for the week. Due to lack of funding, this internship came to a halt.

Amazon Marketplace - *Amazon Seller* *September 2018- March 2019*

- ❑ The same time I started working with KIGT, I also started an Amazon store. This was another start-up that I was trying to get off the ground. Working with one other programmer, we ran a store with 1,500 products listed. I was in charge of shipping the products, returns, questions, and finding the products to be listed.

Umvelt -**Founder***April 2017 - June 2018*

- ❑ Umvelt was the next idea I tried to develop. It is the idea that you can use patterns of vibrations to communicate navigation directions to vehicle drivers. Umvelt enables drivers to always be able to maintain eye contact with the road while following state driving laws. I have done market research to identify that most people do not use their audio for navigation since current navigation systems are interruptive during conversations and while listening to music.
- ❑ To narrow down the market I needed to find the people who would most benefit from a product like this and thought of the deaf community. I met with a teacher at the California School Of the Deaf in Riverside California to ask some questions and see if this product would benefit him. One of the main issues he touched on was how they can not hear the distance and sometimes pass the exit needed. Umvelt would solve this issue.
- ❑ In order to obtain funding for this project, I entered it in multiple fast pitch competitions including Garner Holt Fastpitch, Texas Christian University- Value and Ventures competition, and Innovation Challenge. Specifically, during the Garner Holt Fastpitch competition Umvelt made it into the top 5 out of 60 competitors in the competition. During TCU- Value and Venture, I was chosen to fly to Texas with my partner and Professor Abbot from the entrepreneur college. Last the Innovation Challenge, I paired up with two other individuals taking second in the competition.
- ❑ After the competitions, I engaged in product development management. I paired up with the Computer Science Department to have a prototype of the app made and was put in charge of the group that was developing the app. We formed a founders agreement and I outlined the scope of work I wanted done. During the process I made sure the group was staying on schedule, completing work that we had outlined, and developing the look of the user interface.

Ruppert's Roasting House**Founder/C.E.O***October 2016- March 2017*

- ❑ I created, marketed, and managed a small coffee roasting business. After noticing that coffee consumption is steady and fluctuates very little, I taught myself the trait of coffee roasting and started to sell it.
- ❑ I performed product development by creating a logo for Ruppert's Roasting House with a graphic designer.
- ❑ Also I had to search for a medium sized coffee roaster that could roast up to a pound of coffee. After doing the numbers, any smaller sized coffee roaster would not be able to keep up with production demands. . Gourmet coffee is sold by the pound and to make my coffee competitive I needed to find a roaster that would roast a pound at a time.
- ❑ I then identified and identified consumer behavior and product delivery flaws that hinder product growth. The issue that arose was that not all consumers had a coffee grinder. I was only able to sale to those who owned a coffee grinder. After running some numbers,I made an executive decision in order to expand my market to purchase a large coffee grinder and slightly increase prices so I could sell to everyone that drank coffee.
- ❑ I had to find a box that was cost effective. Trying to ship it in a pouch, some bags popped open which led to unhappy customers. Found a box that I was inexpensive and made sure the bags were received in tacks.

Ritual Brewing Company**Social Media Manager***August 2016 -November 2016*

- ❑ In charge of photography, editing, scheduling, writing, and promoting events on various social media platforms.
- ❑ While at Ritual I established a social media presence. I did this by creating and running HootSuite. With the analytics of HootSuite I was able to determine the best time to post content so that it was seen by the maximum number of people.
- ❑ I was also in charge of keeping track of the social media analytics and generating reports. These reports were used to determine the direction the marketing would take on the platforms. While developing the reports, I learned how to effectively find and market to the target market for Ritual.
- ❑ Managed all the photography shoots and all photos that were submitted to me. I was trusted to go out on hikes and into different locations to generate content for the social media platforms.
- ❑ I maintained up to date social media platforms so that information was relevant to what was happening or about to happen in the brewery. When there was an event happening, I was in charge of promoting the event via social media with pre-event posts.

Bricks and Birch**Kitchen Executive***May 2015 - February 2016*

- ❑ Being one of the two main chefs, I delegated tasks to new staff, maintained inventory, handled customers' requests, prepared food for the day, maintained a firewood oven, and created recipes.
- ❑ During closing, I was in charge of taking inventory of what products were running short and ordering of replacement products. During an opening shift, I was in charge of sorting out the new inventory, preparing the ingredients for the day and assigning tasks to employees. After the shift was over I would have to explain where the inventory was at and what would need to be done for the remaining time the shop was open.
- ❑ I was in charge of new staff member training and engaged in staff management. The owners would have me talk to any staff that was not following the guidelines or doing what needed to be done.
- ❑ I also performed as needed tasks in order to maintain a smooth operational flow.. Sweeping, mopping, cleaning the dishes, customer service, register, and prepping items on the fly.

R2MediaHub*Social Media Manager**November 2013-January 2014*

- ❑ My job was to maintain the company's social media. My responsibilities included: updating all contact information, "about" sections, responding to yelp reviews, maintaining contact with clients, creating content, and building accounts.
- ❑ I managed accounts by making sure that clients were happy with our service. I was trusted to visit the business regularly, interview the owners, and adjust the post to their criteria.
- ❑ Monitoring the yelp pages of the accounts was a major part of the job. Any negative post, I would do research into the person who posted it making sure it was not a fake account and then respond to them. I would then generate a report based on the yelp reviews. Based on the reports I would go to the owners and discuss the issues that were occurring in their business so they could adjust and have a more satisfied customer.
- ❑ I would generate social media posts for every account based on their wants while giving guidelines as to what I thought was effective. I would also analyze the post to determine if the time posted was the best time for engagement.

Food2Fork LLC*C.O.O/ Founder**January 2013- 2018*

- ❑ As a Founder of Food2Fork - a search engine which allows a person to search for recipes by ingredients - I was in charge of marketing and all creative aspects of the business. This entailed maintaining relations with food bloggers, social media accounts, producing youtube videos, building SEO (Search Engine Optimization), delegating tasks and running all ad campaigns (Google Adwords, Bing Ads, Facebook ads). At a conference I presented information about Food2Fork to over 300 people.
- ❑ I was also in charge of staff management. I would give staff outlines of what blogs wanted to be crawled and put on the site. Any emails that would come in, I would assign to a staff member for respond and then review the email before it was sent.
- ❑ I also managed finding new food bloggers for Food2Fork to put onto the site. I collected over 600 different food bloggers' information.
- ❑ Being the lead marketer, I was in charge of running and maintaining the ads on Google, Facebook and Bing. I would use the analytics from the site to craft the ads. I determined the target market and location in order to focus the ads.