

CHRISTOPHER RODEA

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EXPERIENCE

**April 2023 -
Current**

Business Development Associate – Western Region, United States Cold Storage

- Identify and pursue new business opportunities.
- Act as the primary point of contact for clients during contract negotiations.
- Communicate business proposals and recommendations to current clients and internal stakeholders.
- Prepare detailed reports and presentations summarizing sales performance, current market share, and competitor analysis for senior management review.

**April 2022 -
April 2023**

Customer Account Supervisor, United States Cold Storage

- Supervise daily activities of Customer Account department
- Respond to and address issues with customers.
- Train, coach, and administer discipline when applicable.
- Identify areas of improvement within the department.

**March 2021 –
April 2022**

Customer Account Specialist, United States Cold Storage

- Provide customer assistance and guidance.
- Build and maintain customer relationship.
- Process inbound and outbound requests.

**June 2011 –
March 2021**

Assistant Store Manager, WinCo Foods

- Forecast weekly sales with the use of MicroStrategy and AS400 software
- Perform investigations on market flows to identify seasonal trends and forecast consumer needs.
- Coordinate with vendors weekly on pricing strategies and merchandise placement.
- Reduced company expenditures and met budget targets by closely monitoring, tracking, and controlling labor expenses.

EDUCATION

Bachelors of Science: Business Administration – Computer Information Systems

California State University of Fresno
2023

Associates of Science: Business Administration

Fresno City College
2017