

# MARK RODRIGUEZ

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A certified Budtender with five years of experience within the medical marijuana industry, specializing in client relations, dispensary operations, inventory management, and sales. A proven track record of upselling products and building relationships with customers to drive repeat business. Adept at coordinating with diverse teams in fast-paced business environments.

## EDUCATION

### BACHELOR OF ARTS (B.A.) MARKETING

Boston University, Boston, MA  
September 2012 - May 2016

## KEY SKILLS

- ◆ Cannabis Sales
- ◆ Regulatory Compliance
- ◆ Inventory Management
- ◆ Upselling
- ◆ Client Relations

## CERTIFICATIONS

- ◆ Cannabis Budtender Certification (CCBT), NCCB, 2016

## PROFESSIONAL EXPERIENCE

### BUDTENDER

Verilife, Amherst, MA  
May 2018 - Present

- ◆ Execute customer-facing sales for cannabis products, educate customers on products, devices, vaporizers, and dosage levels, and generate \$25K-\$65K in monthly sales
- Manage 120-160 orders for recreational customers and patients, verify green cards, licenses, and IDs, and gather order data using MassCIP systems
- Provide recommendations to customers on medical marijuana strains, vaporizers, and devices based on medical and recreational needs
- Maintain compliance with Massachusetts Cannabis Commission regulations, coordinate packaging procedures, and ensure safe product storage

### BUDTENDER

Boston Dispensary, Boston, MA  
May 2016 - May 2018

- Conducted sales transactions and Upsold medical marijuana products, provided education and recommendations to customers, and achieved 130% of annual sales quota
- Verified medical marijuana licenses and state IDs, ensured compliance with state and federal cannabis regulations, and processed transactions using the company POS