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|  |  | Cody Tuma | |  | |
|  |  | 22345 Bear Creek Rd ● Bend, OR 97701 | | |
|  |  | (541) 953-7784 ● codytuma@gmail.com | | |
| **OBJECTIVE** | To contribute my marketing, sales and business experience to achieve excellence within the company. | | |
| **EDUCATION** | **Bachelor of Science in Business Administration** | | |
|  | **Oregon Real Estate Broker**  University of Oregon, Eugene, OR  Computer and Information Technology minor  Focus in Marketing and Social Media | |  |
| **COURSES** | Marketing, Finance, Leadership and Communications, Accounting, Excel, JavaScript/MySQL/Python, HTML/CSS, International Marketing, Consumer Behavior, Social Media, WordPress, Photoshop, ASP.net | | |
| **SKILL SET** | Sales, Marketing, Real Estate, Digital Marketing, B2B, B2C, Web Development, WordPress, Microsoft Office, Information Technologies, Social Media, Startups, Google Analytics, SEO, Project Management | | |
| **EXPERIENCE** | **Vacation Ownership Sales** September- February 2017 | |  |
|  | Wyndham Vacation Ownership, Bend, OR   * Learned how to work with clients from all walks of life, beliefs, and attitudes. * Learn to sell on site. No be back’s, meant that the sales took place that day. * Vacation ownership sales taught me about building value, overcoming objections, creating urgency, and making the person like you. These are all key factors in the sales process.   **Real Estate Agent** May– August 2016  HomeSmart Central Realty, Bend, OR   * Within my first month I obtained a listing on a $1,100,00 house and created a full featured marketing panel for the property listing. * Obtained clients who purchased and listed homes with me, I negotiated terms of arrangement, including price, amenities, and other features. * Captured videos and photos to piece together powerful digital marketing campaigns for real estate listings. | | |
|  |  | **Business Management,** April 2012-July 2014  North America Tech Distribution Inc, Bend , OR   * Negotiated with international business firms on exclusive product distribution, which resulted in achieving exclusive distribution rights of “The Little Black Box” in North and South America. * Presented and sold sub-distribution rights for “The Little Black Box” in Canada resulting in a sale of over 44k. * Exhibitor at the 2014 CES Trade Show in Las Vegas, acquiring new consumer and business sales. The resulted in numerous new businesses taking on “The Little Black Box” product line. | | |  | |
|  | **Web Design and Marketing,** November 2012-Present  Cody Tuma Enterprises LLC, Bend, OR   * Developed a website for a local startup www.cowbucker.com, this website was created in WordPress. The project resulted in a full-fledged e-commerce store with multiple social media integrations. * Established Google analytics and Google Ads on www.boxtoptheater.com, and www.thelittleblackboxna.com. * Conducted keyword reviews, buyer personas, and social media audits. * Sold Digital Signage software to local business in Central Oregon, resulting in a SaaS to run the companies signage network * Set up and established a digital signage network for marketing at Beaver Coach Sales resulting in targeted advertisements to customers.   **Project Manager**, May – August 2015  Choose Growth LLC, Bend, OR   * Managed several client projects including the creation of digital online courses and marketing online courses. * Created and distributed tasks to employees within various departments such as information services, instructional design, design, and marketing. * Performed problem solving on client websites that prevented sites from loading or functioning properly, resulting in a bug free website.     **Aura Media** October 2016 – Current  Director of Sales and Marketing, Co-Founder   * Established relationships with vendors and sold contracts to customers to purchase inventory resulting in multiple unit purchases. * Organized and directed multiple trade show events to describe and sell product resulting in an increase in sales. * Created company financials, budgets, and expense reports.   **IT Management**, January-December 2010-2012  Automotive Paint Specialities Bend, Oregon   * Managed the IT infrastructure of 9 stores, removed viruses, upgraded drivers, and fixed printers using extensive multi-tasking, resulting in 5 times increased performance. * Maintained Windows Server and company workstations by adding new email accounts, managing profiles, and adding hardware. This resulted in a much more efficient work environment. | | |
| **INTERESTS** | Sales, Marketing, Real Estate, Social Media, Technology, Travel, Astronomy, Outdoors, Photography | | |
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