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|  |  | Cody Tuma | |  |
|  |  | 22345 Bear Creek Rd ● Bend, OR 97701 | | |
|  |  | (541) 953-7784 ● codytuma@gmail.com | | |
| **OBJECTIVE** | To contribute my digital marketing, sales and international business experience to increase your company’s revenue and brand awareness. | | |
| **EDUCATION** | **Bachelor of Science in Business Administration** | | |
|  | University of Oregon, Eugene, OR  Computer and Information Technology minor  Focus in Marketing and Social Media | |  |
| **COURSES** | Marketing, Leadership and Communications, JavaScript/MySQL/Python, HTML/CSS, International Marketing, Consumer Behavior, Social Media, WordPress, Photoshop, ASP.net | | |
| **SKILL SET** | Marketing, Digital Marketing, Sales, B2B, B2C, Web Development, WordPress, Microsoft Office, Information Technologies, Social Media, Startups, Google Analytics, SEO, Project Management | | |
| **EXPERIENCE** | **Business Owner**, November 2012-January 2015  BoxTop Theater, Bend , OR | |  |
|  |  | * Developed a full featured e-commerce business on the Shopify platform using HTML coding, to host BoxTop Theater online for customers to make purchases. * Prepared financial statements for the company using excel, in order to complete taxes. * Negotiated B2B sales deals resulting in units being sold in large quantities. * Established brand recognition using online marketing through social media, and SEO that achieved page 1 rankings on Google. * Bolstered over 100k in revenues in the first year through extensive marketing, sales and professional web design. | | |
|  | **IT Management**, January-December 2010-2012  Automotive Paint Specialties , Bend, OR | | |
|  |  | * 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.     **Business Partner,** 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 – June 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. | | |
| **INTERESTS** | Mobile and Web Technology, Marketing, Social Media, Travel, Astronomy, Outdoors | | |
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