

Riley Krutza

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📍 Cincinnati, OH

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Key

Beginner	■ □ □ □ □
Novice	■ ■ □ □ □
Intermediate	■ ■ ■ □ □
Advanced	■ ■ ■ ■ □
Expert	■ ■ ■ ■ ■

Professional Skills

Marketing Strategy	■ ■ ■ ■ □
Event Planning	■ ■ □ □ □
Social Media	■ ■ ■ □ □
Blogging	■ ■ □ □ □
Analytics	■ ■ ■ □ □
Videography	■ □ □ □ □
Web Design	■ ■ □ □ □

Technical Skills

HTML/CSS	■ ■ □ □ □
Javascript	■ □ □ □ □
J-Query	■ ■ □ □ □
Excel	■ ■ ■ ■ □

Personal Skills

Meta-Learning	■ ■ ■ □ □
Problem Solving	■ ■ ■ ■ □
Brazilian Jiu-Jitsu	■ □ □ □ □
Guitar Teaching	■ ■ ■ □ □
Caffeine Consumption	■ ■ ■ ■ ■

Education

University of Cincinnati, Cincinnati Ohio

Linder College of Business

BBA, Major: Marketing

GPA: 3.13

Expected Graduation Date: August 2018

Professional Experience

Fibonacci Brewing Company - Marketing Coordinator

September 2017 - Present

- Formulated social media, newsletter, and events strategy to grow community focused brand
- Scheduled, planned, and booked events to bring customers into the taproom

Bearcat Launchpad Accelerator - Marketing/Operations

July 2016 - August 2017

- Managed 7 Teams throughout the year and helped them build their companies
- Planned events and coordinated speakers, workshops, and presentation scheduling
- Communicated with startup community to schedule speakers, connect mentors, and fundraise

Supplemental - Marketing Intern

January 2017 - May 2017

- Maintained blog and social media to drive web traffic
- Recorded, edited, and distributed weekly podcast

eVolve Productivity - Co Founder, Marketing/Operations

November 2015 - June 2016

- Pitched company to industry leaders at Bearcat Launchpad Demo Day
- Designed business to solve for corporate technology problems

The Dannon Company - Category Management

January 2016 - May 2016

- Pulled and utilized product data from 84.51, Market6, and IRI for various use
- Managed attribute file containing 1700+ products with 20+ variables each
- Built new item tracker to analyze 100+ items over various metrics