

DANIEL RUFOLO

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(770) 880-4457

EDUCATION

NORTHWESTERN UNIVERSITY - Evanston, IL

Graduated March 2016

Bachelor of Science in Radio/Television/Film, Minor in Business Institutions

Certificates: Integrated Marketing Communications

GPA: 3.2/4.0

EXPERIENCE

CLEVELAND INDIANS BASEBALL COMPANY - Cleveland, OH

Aug 2016 – May 2017

Business Development Professional

- Selected for a competitive sales and marketing rotational program that exposed me to all facets of the organization
- Focused development on strategy and business analytics, utilizing available data (through SQL and Tableau) to create strategies and processes in order to incrementally drive revenue through prospecting, inventory optimization, pricing, etc.
- Analyzed NE Ohio businesses to identify strong corporate partnership prospects; assessed ROI for existing partners during Corporate Partnerships and Premium Hospitality rotation
- Sold over \$425,000 of season and group tickets from February to May during Ticket Sales rotation
- Played vital role in running the 2016 World Series for both home games and away-game watch parties

REVOLUTION BREWING COMPANY - Chicago, IL

May 2015 – Sept 2015

Sales and Marketing Intern

- Worked closely with the Area Sales Representative and local distributors to promote the Revolution brand while expanding reach throughout the Chicagoland area and the state of Illinois
- Developed and nurtured relationships with as many accounts as possible, as well as with consumers
- Organized accounts through use of sales reports in order to better analyze and assess our local distribution territories

DRYV - Chicago, IL

June 2014 – Sept 2014

Operations Assistant

- Conducted day-to-day operations - customer service, deliveries, inventory management, and order tracking
- Maintained business operations through inventory processing, transporting, and organizing
- Maximized start-up business effectiveness through daily coordination with other assistants

LEADERSHIP

JOHN THUMEL MEMORIAL SCHOLARSHIP - Evanston, IL

Aug 2015 – Present

Co-Founder, Board of Directors

- Established a scholarship in memory of departed friend and fraternity brother
- Created vision and structure for scholarship and its application process in order to ensure the longevity of its impact
- With fellow directors, fundraised \$150,000 for a \$6,000 per year scholarship over thirty years

STUDIO 22 - Evanston, IL

March 2013 – June 2016

Executive Board Member: Outreach Chair, President

- Was responsible for the actions of the organization, including but not limited to setting and achieving organizational goals, conducting day-to-day administrative operations, recruiting executive board members, and overseeing all film productions
- Interviewed and approved candidates for film grants through a highly-competitive pitch process
- Worked with PR Chair to increase Studio 22's brand awareness and exposure by creating structure to target new audiences
- Managed the Premiere Planning Committee; organized and ran annual red-carpet premiere event showcasing all films produced by the organization over the course of the school year, promoting our relationship with the local community

SIGMA CHI FRATERNITY, OMEGA CHAPTER - Evanston, IL

April 2013 – June 2016

Executive Board Member: Publications Chair, Social Chair

- Compiled, edited, and helped write the chapter's quarterly newsletter
- Scripted quarterly updates about the chapter for the fraternity's national magazine
- Organized and managed fraternity-wide social events, primarily by managing a quarterly budget (\$50,000+), developing relationships with local businesses, and optimizing risk management

ADDITIONAL

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- **Computing skills:** Proficient in Microsoft Office and SQL; working knowledge of Tableau
 - **Misc:** Winner of Northwestern Fall 2015 National Women's Soccer League Fox Sports Challenge; Editor of Bryce Harper Warriorblack Promotional Video, featured on Sportscenter LLWS TV Spot