

Reed T. Little

Student @ University of Colorado Boulder

Pursuing a Degree in Economics
with a Minor in Creative Technology & Design

Experience

Burton Snowboards

2020 - 2022

Brand Experience Coordinator

Summer 2022

- ° Maintained and Operated Red's BKYD Demo Center equipping over 100 campers with Burton Gear
- ° Managed Global Team Riders throughout their stay, assisting in Transportation, Lodging, and Leisure activities
- ° Established relationships among Woodward, Copper Mountain, and Powder counterparts
- ° Created meaningful activations between Campers and Team Riders
- ° Oversaw, produced, and managed Content and Media produced at Camp
- ° Presented the Brand's partnership and Demo center for Ryan Sheckler's Camp Woodward Series

Retail Associate

November 2020 - Present

- ° Served as a face of Burton to retail customers, allowing them to uncover their full potential and develop a love for snowboarding
- ° Addressed 200+ members of the CU Boulder Freeride Club as a Burton Representative
- ° Supported an Adaptive Athlete to become involved with Burton through net working and personal advocacy
- ° Lead Shop Technician for in-house tuning

Hybrid Guide

November 2020 - April 2021

- ° Contributed to Burton customer experience in a dual role through on-line customer service and in-store retail sales
- ° Assisted customers via multiple communication channels including, phone, internet and in-person
- ° Developed working knowledge of SAP & Salesforce system for customer service/inventory
- ° Increased problem-solving skills by identifying customer issues and crafting solutions to exceed their expectations
- ° 1st in Rockies '20-'21 Holidays Hardgoods sales competition

Service Industry

2016 - 2020

Server - Japango Restaurant

Summer 2020

- ° Provided a premium dining experience in the midst of the pandemic, became familiar with a wide variety of mixed drinks, wines, and other alcoholic beverages Memorized and shared personal favorites from an expansive menu, as well as helped guests craft a well rounded meal catered to their tastes. Performed Covid related cleaning and safety precautions effectively and efficiently.

Server/Host - Sushi Fix Restaurant

August 2016 - August 2019

- ° Established rapport and welcoming atmosphere to set the tone for a high-end dining experience. Coordinated and lead carryout channel to augment dining room sales. Managed reservation system and table coordination to balance workloads and efficiency. Assisted customers in order selection, recommended specific menu items, and ensured prompt, accurate service.

Skills

- ° Adobe Photoshop
- ° Adobe Illustrator
- ° Adobe Indesign
- ° Adobe Xd
- ° Final Cut Pro X
- ° Sales Force
- ° SAP
- ° Python
- ° FL Studio
- ° Photography
- ° Videography

About

Highly organized and personable student pursuing a dual degree in Economics and Creative Technology & Design. Spirited outdoor enthusiast driven by a passion for sustainability and leading others to uncover the wonders of our planet through personal experiences. Balancing full-time education with a commitment to work and a love for the outdoors.

Contact

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