

RODMAN CRUMP

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PROFESSIONAL SUMMARY

Experienced graduate of a top tier university with +5 years of professional work across several fields. Dynamic and motivated professional, with a track record of generating and building client relations. Proficient in multiple software systems that will aid in the progression of a Sales & Marketing business.

HIGHLIGHTS

- Client Acquisition
- Grant Proposals
- Microsoft Office
- Adobe Creative Suite
- Social Media Marketing
- Email Marketing Campaigns
- Audio/ Visual Content Creation
- Photoshop
- Sales Web Development
- Event Planning
- Google Analytics
- Google Adwords
- Web Development
- Cold/Warm Calling

ACCOMPLISHMENTS

- Exceeded monthly sales and memberships goals for 10 months as a sales agent for the Holiday Inn.
- Increased revenue streams for 4 entrepreneurs via social media marketing and email campaigns.
- Reduced hotel's energy output by 17%, by implementing energy efficient devices in guest rooms.
- Created social media platforms for multiple business's that increased the company's viewership and product sales.

EXPERIENCE

2016-2018

Guest Service Agent & Night Auditor

Holiday Inn Express- State College, PA

- Executed cold and warm calls that increased occupancy and revenue for the hotel.
- Initiated dialogue on the importance of the energy efficient devices, which were purchased and used to decrease energy usage.
- Communicated with large and small parties to ensure satisfactory rates and accommodations.
- Negotiated rates and rooms with clients to increase hotels occupancy percentage, which resulted in bonuses when we would achieve 100% occupancy.

2014-2016

Processing Intern

PHEAA- State College, PA

- Verified and adjusted borrowers financial/ personal information to best manage student loan debt.
- Executed cold calls to sign potential borrowers up for special consolidation opportunities that enabled borrowers to be current on payments, by increasing affordability and decreasing interest rates.
- Passed federal clearance in order to handle borrowers financial and personal information

2014-2015

Talk Show Co-Host

"The Lion" 90.7 FM- University Park, PA

- Assisted with audio/visual set-up and maintenance to ensure a quality radio program
- Hosted a weekly talk show on current events and popular culture, which created an open dialogue with inbound callers.

2011-2012

Men's Basketball Team Manager

Penn State Brandywine- Media, PA

- Operated video camera equipment to record, finalize and edit videos for footage analysis.
- Communicated with multiple departments in Penn State to schedule/plan rallies and ceremonies for student athletes.
- Contacted multiple business's to assure that lodging, travel and commissary were sufficient for the team and staff.

EDUCATION

The Pennsylvania State University- University Park, PA

Bachelors of Science, College of Agricultural Sciences

Environmental Resource Management Grad Date: 12/2017