

Richard Justus Wheeler

Education

2002 – 2007 **Rochester Institute of Technology** **Rochester, NY 14623**

B.S. Marketing - 3.3 GPA - 5 Quarters Dean's List

Relevant Class Work - Marketing Management, Organizational Behavior, Internet Marketing, Buyer Behavior, Operations Management, Professional Selling, Strategy and Policy, Liberal Arts concentration in Sociology

Professional Experience

Summers 2005 – 2008 **High Cascade Camps** **Government Camp, OR 97028**

Manager of Demo Center and Camp Store Operations

- **Demo Center** - Coordinated with product sponsors and employees to run a successful demo operation for campers and other customers. Created and published a biweekly, 35 page, statistical marketing report for sponsors (Burton, K2, Salomon and more), keeping them up to date on brand results and key improvement areas.
- **Camp Store** – Successfully managed a 2-month, near 100K, retail operation. This included managing a staff, keeping a balanced inventory, giving insight to product development, maintaining paperwork, and keeping a clean selling environment.

Fall 2007 to Spring 2008 **Snow Ski and Board (VJR Corp)** **Rochester, NY 14623**

Snowboard Manager / Event Coordinator / Key Buyer / Viral and Guerilla Marketer / Salesman

- Operated as the main hard goods and soft goods snowboard buyer for 2008 and 2009, which produced above a 90% sell-through, with closeouts, by April 1st.
- Acted as Coordinator, promoter, and course designer at Hunt Hollow Boarding for Breast Cancer in 2008. We raised \$4000 for Breast Cancer Research in addition to developing brand awareness for our store and sponsor brands.
- Managed the scheduling and employment of 6 employees. The Snowboard department volume exceeded \$500k in retail sales.
- Created an online viral campaign utilizing blogs and video clips on myspace, facebook, and specific forums.
- Created and implemented in-store video premiere events, featuring local Upstate New York talent for the snowboard community to develop product awareness, as well as general excitement for the sport.
- Designed the main snowboard logo for the department, which was used on all the price tags and collateral materials.

Fall 2002 - Fall 2007 **The Lounge (Snow Country Sports)** **Pittsford, NY 14618**

Assistant Manager / Event Coordinator / Buyer / Salesman

- Assisted in buying for 2007 and 2008
- Top salesman with \$75K in logged sales between September 2006 and May 2007

Jan 2007 to April 2007 **One Marketing Co Internship** **Ligonier, PA 15658**

Assistant Sales Representative to Rome SDS, Holden, Fallen Footwear and Grenade Gloves

- Sales - Worked with the Mid-Atlantic rep team to promote their brands at regional and national trade shows including SIA in Las Vegas.
- As part of this job, I conducted full new line presentations for many of their customers.
- Demo – Worked on hill at the Rome snowboard demos at Stratton, VT and Snowshoe, WV

Special Skills

Computer – Microsoft Office, Flexi Vector Design, Basic Html, Adobe Premier, eBay savvy

Other – Love for snowboarding, excellent vinyl weeder, positive / upbeat attitude