

Max Roesler
2131 14th Street Boulder, Co 80302
maxroesler88@gmail.com (720) 587-9134

EDUCATION

University of Colorado – Boulder, Colorado Graduated May 2012

- College of Arts and Science
- B.A. in Environmental Science

WORK EXPERIENCE

Evo Hemp

Organic fruit/Nut Nutritional Bars

1/2013-12/2015

Sales and Marketing

- Support invoicing and inventory management needs through Microsoft Excel.
- Onboarding smaller grocery stores. Onboard and manage account through initial contact, through entire sales process.
- Data analysis: daily, weekly, monthly, annual analysis of sales figures and base marketing strategy in certain areas based on information.
- Report daily, weekly monthly accounts and sales figures directly to owner of company.
- Act as brand ambassador throughout Boulder helping promote the brand by finding athletes and outdoor enthusiasts who could represent the brand at a high level. Supporting brand outreach.
- Coordinate and assist with all promotional events by marketing product locally and regionally at numerous festivals and farmers markets as well as Whole Foods in the Mountain West Region. Events are usually very fast paced with lots of customer interaction.
- Weekly management with independent sales representatives.
- Assist with production management in formulation and production of Evo Bars. Deliver product to distributors and educate proprietors on product benefit on smaller store basis.
- Brand imaging and overall product advertising (Facebook/instagram management) Instagram: Evohemp

The Kitchen Coop

8/2012-5/2014

Facility Manager / General Marketing / PR Intern

- Work directly with smaller startups to educate them on the benefits of The Kitchen Coop and help them utilize their funds to the fullest, ultimately maximizing their small business profits.
- Provide operational support by scheduling clients as well as facilitating back end support of general accounting and invoicing.
- Address all aspects of facility management by analyzing customer feedback through face to face interaction to improve overall customer experience.

- Worked clients through onboarding process, and on to general client management.

Nordstrom

6/2010-10/2012

Sales Associate: Rail Department

- Floor sales associate in the Rail department. Duties included face to face personal styling and assisting customers through decision making process.
- Reached high sales goals and exceeded Nordstrom annual sales quotas. Continually near or at top of regional men's department sales goals.
- Built strong personal relationships with a numerous recurring customers who relied on my expertise and fashion knowledge which ultimately led to increased sales.
- Provided the highest level of customer service during every sale. Received numerous customer service letters commending my excellent service.
- Assisted in merchandising/organizing products and overall presentation of department.
- Aided in promoting brands and pushing products that people may over look or would not have otherwise know about.

LocoShake

6/2012-8/2012

Social Media /Marketing Intern

- Marketed and promoted application via telecommunication to various local and regional businesses. Responsible for opening and closing accounts and maintain certain level of business-to-business interaction.
- Worked independently and reported business interaction to upper management on a weekly basis.

SKILLS

- Advanced Microsoft Excel, Word, and PowerPoint
- Whole Foods/ UNFI account management platform. - sales account management
- Advanced Mac OSX and Windows PC
- Excellent interpersonal skills
- Extensive marketing/Sales Management skills
- Leadership and Communication skills