

LM 9/20
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David Jacob
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EDUCATION

UNIVERSITY OF WISCONSIN-LA CROSSE, La Crosse, WI Sept. 2007, May 2013

Major in Business Management
Minor in Economics
Background in Exercise and Sports Science
156 credits earned

MUKWONAGO HIGH SCHOOL, Mukwonago, WI Sept. 2003, June 2007

EMPLOYMENT EXPERIENCE

SMS - Business Development Firm June-July 2013

Senior Area Manager

Key Responsibilities/Details

- B2B Sales
- Establish and maintain relations between clients and/or new prospects
- Send business cards to corporate of new prospects daily
- Daily contact with co-workers and corporate via phone/Participate effectively in weekly conference calls
- Self-manage daily activity
- Present services of company to owners/presidents/officers through a convincing and relevant process

Coconut Joe's/Whiskey River Saloon, La Crosse, WI Nov. 2008, Dec. 2011

Part-Time Manager (near full-time), Bartender, Head Bar-back, Door Host

Key Responsibilities/Details

- First in bar to open and last out to complete closing duties
- Track and strategize operations behind and outside of the bar
- Process financial data in a timely/accurate manner
- Contact investors of current sales
- Responsible for company safe holdings and to organize cash drawers for upcoming day
- Hands-on training with new employees
- Assume responsibility for General Manager and/or Assistant Manager when absent
- Track inventory to correctly order new product and reduce costs
- Create competitive advantage in a city with one of the highest bars per capita in the country
- Superior customer relationship skills to bring in and maintain repeated customers

United Mailing Service (UMS), Brookfield, WI Summer of 2008

2nd Shift/Full-Time Warehouse Worker, Driver on Madison route

Key Responsibilities/Details

- Sort, package, and properly label bins. Assist fellow employees when needed
- Return from Madison on time with pick-ups
- Strongly emphasized individual performance

Kitchen Worker and Server

Key Responsibilities/Details

- Prepare and serve meals
- Clean-up and load trucks
- Responsible for driving equipment back to store and unload trucks

PROFESSIONAL SKILLS & KNOWLEDGE ACQUIRED THROUGH EDUCATION AND WORK

- Public speaking
- Financial analysis/budgeting
- Goal planning/setting
- Time/Task management
- Critical thinking
- Implementing sales strategy
- Marketing techniques
 - Marketing "game" for selected product with focus on SWOT (iPhone 4s)
 - Capstone project involving product development and financial forecast (golf bag cooler)
- Project Leadership
 - Capstone: Product development. Accepted communications leadership role
 - Appointed group lead on class project with Social Enterprise Association (SEA, a non-profit consulting company)
 - Assisted planning and participated in Cash Mob for local store in La Crosse

COMPUTER SKILLS

- Experience with Excel, PowerPoint, Microsoft Word, Prezi, POM 4 (Production Operations Management), Database
- Able to navigate social media

VOLUNTEER CAMPUS/COMMUNITY EXPERIENCE

- Participant in 2nd and 3rd Annual Rob Wagner Cancer Benefit Dance Show (\$10,000+ raised)
- Mitchell Hall weight room supervision as part of ESS 368 Strength and Conditioning class
- Polar Plunge contributor/participant for Special Olympics Wisconsin
- Good Neighbor Day
 - Assist in requested help by locals (i.e. yard work)

Athletic Achievements

- 2 years on UWL Football team
- 4-year starter on UWL Rugby Club team
 - Ranked in nations top 25 for Division II last two years of participation
 - Midwest Regional Finals in 2010