

Kody T. Cotruffello

kodycotruffello@temple.edu

1430 West Woodbank Way | West Chester | PA | 19380 | telephone: 484.639.4436

EDUCATION:

TEMPLE UNIVERSITY, Fox School of Business, Philadelphia, PA

Bachelor of Business Administration, Graduation: May 2015

Major: Marketing | Minor: MIS

GPA: 3.29 | Fox School Deans List Fall 2012-Present

ACTIVITIES:

- Member, Phi Beta Lambda Business Fraternity, September 2012-Present
- Volunteer, Unite for HER Nonprofit Organization, September 2012-Present
- Volunteer, Miles for Melanoma, October 2012-Present
- Member, Fox Living Learning Community, Fall 2011-Fall 2012
- Member, Temple University Intramural Basketball, Fall 2011-Present

EXPERIENCE:

COCA-COLA COMPANY New Castle, DE

May 2013-September 2013

Sales Intern, Glacéau Division

- Assisted with sales for Glacéau products by covering the New Castle, DE territory with a range of over 100 stores in 4 different states.
- Built relationships with store managers through personal selling strategies and helped to add in displays in large retail and drug stores.
- Awarded the nomination as top intern in the Delaware Valley region by selling 100+ displays and acquired 20+ new accounts.
- Educated existing clients on sales of new products to generate more marginal revenue.

COLLEGE MANSION INC., Philadelphia, PA

September 2012-April 2013

Campus Nation, Campus Manager Temple University

- Executed local and worldwide promotions through social media networks, personal selling, banner advertisements, and helped to raise brand awareness.
- Launched company and website, which reached 1.2 million views in the first week and grew to 3.6 million page views in a span of 14 days.
- Hosted social events, posted interactive blogs for website, partnered with corporate brands, helped to extend brand recognition and enhance brand reputation.

CHESTER VALLEY COUNTRY CLUB, Great Valley, PA

May 2012-September 2012

Sales Associate, Restaurant/Pool bar

- Operated poolside restaurant by overseeing all aspects of sales, customer experience, and financial statement management.
- Provided direct attention to customer needs and specialized in customer satisfaction.
- Handled inventory, opened and closed restaurant, and conducted inventory analysis on a daily basis.

ADDITIONAL EXPERIENCE:

UNITED PARCEL SERVICE (UPS), West Chester, PA

November 2011-January 2012

Driver Assistant

RITE AID PHARMACY, West Chester, PA

September 2010-August 2011

Clerk/Sales Associate

SKILLS:

- Microsoft PowerPoint/Excel/Word