Kyle Raburn

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**Skills/Capabilities/Expertise**

* Extensive sales and organizational leadership, marketing research, project management, data analysis and communications experience
* Experience with new product launches, sales negotiations, content creation, and design
* Proficient in Microsoft Office Suite and Affinity Designer

**Education**

**The University of Alabama**, Tuscaloosa, AL

Master of Business Administration, May 2021

**The University of Alabama**, Tuscaloosa, AL

Bachelor of Business Administration, May 2014

Major: Marketing / Management

Specialization: Professional Sales

**Work Experience**

**84.51**°**, Cincinnati, OH**

*Consultant Intern* May 2020 – July 2020

* Led a beer pack size SKU rationalization project between 84.51° and Kroger’s corporate office
* Identified divisions with high brand counts and points of distribution for domestic premium beer SKUs
* Generated reports in multiple platforms and analyzed data through pivot tables and heat mapping
* Organized meetings with category managers and communicated regularly regarding project progress
* Presented category managers with SKU rationalization recommendations scheduled to take effect during Spring 2021 category resets

**Southern Organics, Columbiana, AL**

*Director of Marketing* January 2019 – July 2019

* Developed a new line of retail products based on market research and competitive trends
* Rebuilt website, coordinated media appearances and organized marketing campaigns
* Led and achieved the HGAP certification, leading to product entry in a major national retail outlet
* Created marketing material for retail demonstrations, trained employees how to lead retail events

*Director of Sales and Marketing*  May 2014 – November 2018

* Built a sales network from scratch; achieved product entry into 10+ retail outlets and 20+ restaurants
	+ 2016: $55,000 ; 2017: $118,000 ; 2018: $162,000 with annual company run-rate of $200,000+
* Developed and negotiated product pricing based on market research and competitive positioning
* Designed, created and launched 10+ retail products. Maintained and updated those retail products based on market trends and competitive analysis
* Managed and oversaw the delivery process: coordinated logistics, ensured routes were as efficient as possible, communicated and coordinated with delivery drivers

*Greenhouse Manager*  May 2016 – September 2017

* Managed greenhouse team to maximize efficiency and achieve production goals by placing employees in their respective areas of strength and eliminating / reforming time-consuming tasks
* Developed and oversaw the packaging process: ensured quality control, designed efficient processes, eliminated redundant or labor-intensive steps

**Honors/Leadership/Activities**

* Dean’s List 2013
* Habitat for Humanity Volunteer
* MBA Book Club
* MBA Association
* MBA Case Team
* NBMBAA