

Rebecca Cox

PROFESSIONAL PROFILE

Customer-focused, high performance individual making an impact for companies that want to set the standard for excellence in their industries.

I am an enthusiastic, driven individual with a wide base of professional experience in management, sales, marketing, business analysis, and engineering. I have a proven track record of exceeding both company and personal goals in all my previous positions. The combination of my outgoing personality, problem-solving ability, organizational skills, and technical background makes me a valuable addition to any organization.

EDUCATION

Bachelor of Civil Engineering, University of Louisville (Louisville, KY) Completed Aug 2008

Advanced Professional Certificate in Internet Marketing and Social Media, University of San Francisco Completed Nov 2015

PROFESSIONAL EXPERTISE

Marketing/ Sales/ Customer Service

- Large Key Account Management/ Retention
- Product Marketing/ Product Management
- Trade Show Planning/ Participation
- Global Sales Expansion
- Account Acquisition/ Penetration/ Growth
- Order-Ship-Bill-Support-Warranty Management

Business Development/ Operations

- New Product Launch
- Contract Negotiation
- Cross-Functional Team/ Project Management
- Competitive Analysis/ Positioning
- Pricing Analysis
- Process Optimization/ Key Performance Indicators

PROFESSIONAL EXPERIENCE

**Owner, Good Karma
(Louisville, Kentucky)**

November 2017-present

- Owner/instructor for yoga business at multiple locations, including advanced practice certifications obtained through specialized study and training
- Designed and implemented all company's promotion and management structure
- Also designed and constructed websites and social media for several other related businesses

**Owner/Director of Sales and Marketing, TheraPLACE Learning Center
(Louisville, Kentucky)**

June 2018-present

- Designed and implemented brand new marketing strategy, including website, branding, social media, advertising, outreach to local medical establishments, IT operations, and the general marketing department management plan
- Also develops and oversees in-house family programs and presentations for internal events and external lunch-and-learn opportunities
- Assists in daily management duties at the facility, including implementation of new management system in 2018.

**Operations Manager, Cox Ventures LLC
(Louisville, Kentucky)**

May 2016 – present

- Manages multiple commercial, rural, and residential properties, including oversight of maintenance, supervision of improvements, administration of regular expenses, and management of renovation design
- Also led the sale of an oxygen-sales company and a warehouse complex.

**Vice President of Sales and Marketing, Blitz Manufacturing
(Jeffersonville, Indiana)**

August 2015 – May 2016

Managed entire sales staff for 100-year old business with international customer base

- Oversaw administration for all sales accounts
- Developed new customers
- Oversaw new product launch
- Turned existing marketing program into a cohesive brand with a new website, social media, print media, and digital media

**Engineering Sales, Strong Hold Products a Divisions of Fabricated Metals
(Louisville, KY)**

January 2012 – August 2015

- Doubled sales over a 9-month period with one of the company's largest distributors
- Was assigned as the account manager for Strong Hold's largest accounts, making up 65% of total business
- Enhanced processes and communication between Strong Hold and several distributors, resulting in optimal ratings and national recognition
- Designed custom products for customers and assisted in the fabrication process.
- Worked as a team with our manufacturing, engineering and shipping departments to manager on time deliveries.

**Mechanical Draftsperson, Fabricated Metals
(Louisville, KY)**

June 2011- January 2012

- Created, modified and maintained Bill of Material and drawings using AutoCAD and Microsoft Office.
- Interfaced with sales, customers and production to make sure project requirements were met.
- Accompanied sales on customer visits for technical support.

**Purchasing, Fabricated Metals
(Louisville, KY)**

August 2010- June 2011

- Purchasing duties consisted of dealing with current vendors, finding new vendors, negotiating pricing on materials, purchasing raw materials, shop supplies and office supplies.
- Helped setup and maintained Kanban system currently used at Fabricated Metals.
- Responsible for Inventory Control and monthly Pollution/VOC Reports.
- Paid Invoices through AP and figured shop orders.

**Water Wastewater Engineer I, Tetra Tech, Inc.
(Louisville, KY)**

May 2007- August 2008

- Created maps using **ArcView** and **ArcMap** for the Louisville Metropolitan Sewer District Consent Decree.
- Assisted Modelers with model-build, model calibrations, and run events using InfoWorks software
- Assisted with writing reports such as Capacity, Management, Operations, and Maintenance (**CMOM**) Plans; and Interim Sanitary Sewer Discharge Plan (**ISSDP**).
- Updated monthly and quarterly data for Capacity, Management, Operations, and Maintenance (CMOM) reports.
- Compiled Benefit-Cost Analysis data for the Sanitary Sewer Discharge Plan (SSDP) for the Louisville Metropolitan Sewer District Consent Decree.

