

JOEY KAUFMAN



PROFESSIONAL + FUTURE GOALS

A well-traveled second year student at the University of Minnesota, Carlson School of Management with a passion for discovery, innovation, and growth seeking to travel the world, start a business, participate in philanthropy, and engage in both global and local community activities that will help leave the world a stronger place for future generations. I would like to find a career path that is fulfilling, fuels my curiosity and keeps me on a learning trajectory. I have a robust goal to visit every country in the world to expand my horizons and allow me to experience cultures different than my own.



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INTERN JOHN STAVIG 2015 - 16

Assisted in the operation of events and management of the website www.VentureLake.com.

SALES ASSOCIATE RE-TOOL MARKETING 2013 - 16

- Served as Intern at marketing and branding firm, Re-Tool Marketing whose clients include prestigious companies such as Meristem Wealth Management, Pearle Vision, K Hovnanian Homes, and RE/MAX Results.
- Participated in the development and research of logos and brand messaging, as well as marketing plans and execution.
- Traveled extensively across the country for trade shows and networking events helping small business owners as a marketing assistant under the Re-Tool Marketing internship.
- Most recent project included working with internationally recognized WWE CEO, Linda McMahon.

CLERK LUNDS & BYERLY'S 2014 - 15

Operated as a Courtesy Clerk, learning valuable skills such as interpersonal relationship management and customer service.

INTERN SPACE150 2014

- Worked under mentor, David Denham, the President of one of the biggest and most revolutionary digital advertising firms in the Twin Cities.
- Assisted with compiling and organizing creative resources for some of Space150's largest clients, Forever21, Jack Links beef jerky, and Buffalo Wild Wings.
- Presented to the entire staff of Space150 on the influence and use of technology in teenagers and adolescents (millennials) in the 21st century.

COORDINATOR BYE BYE SHOP 2008 - 16

- Assisted the Bye Bye Shop, a children's educational product company in sales and marketing, as well as product development.
- Was On-site Coordinator at Bye Bye Shop's 12 day booth at the Minnesota State Fair.
- Helped with preparation and product placement episode on Home Shopping Network (HSN) to be aired December 2016.



UNIVERSITY OF MINNESOTA

CARLSON SCHOOL OF MANAGEMENT 2015 - PRESENT

Second year student double majoring in Marketing and International Business with a minor in Entrepreneurship. 3.4 GPA.

U OF M: MGMT 3010 CUBA MARCH 11-20, 2016

Was a part of the first Carlson student course to take place in this country and one of the first college research trips, MGMT 3010, allowed to travel to Cuba; visited from March 11-20, 2016 in order to research Cuba's business opportunities and industrial progress; learned valuable information about the culture and people of the island, as well as the impact of the embargo being lifted.

WAYZATA HIGH SCHOOL CLASS OF 2015

Graduated with nearly 50 college credits and received a score of 34 on the ACT.



- Conversational proficiency in Spanish
- 8+ years of training in the field for marketing and branding through tradeshow and networking events
- Top 10 in the world at DECA Internationals for Professional Selling, and a finalist for travel and tourism management
- National AP Scholar, AP Scholar with Distinction, AP Scholar with Honors
- Intermediate knowledge of music production and software such as Ableton Live
- Can play guitar, trumpet, and piano
- Creative Director for the cover of an Amazon #1 bestselling book