

# Kenneth Haskins

Kenneth.Haskins@ufl.edu ■ (863)-701-6771 ■ linkedin.com/in/KennethHaskins

Relocating to New York, NY – July 2016

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## Education

### **Master of Science in Agribusiness**

**May 2016**

University of Florida, Gainesville, FL

GPA: 3.39/4.00

### **Bachelor of Science in Food and Resource Economics**

**June 2015**

University of Florida, Gainesville, FL

GPA: 3.52/4.00

## Experience

### **Campus Manager, Moocho Inc.**

**May 2015-Present**

#### **Gainesville, FL**

- Managed and trained a team of nine Campus Ambassadors to market the Moocho App
- Managed team performance, successfully reaching 94% of target goals
- Negotiated and maintained 8 contracts and 20 merchant account relationships
- Sold marketing campaign to three existing merchants increasing total sales by \$15,000
- Contributed to three large marketing campaigns: Ultimate Tailgate, Selfie Contest, Finals Fuel

### **Campus Ambassador, Moocho Inc.**

**March 2015-May 2015**

#### **Gainesville, FL**

- Executed marketing campaigns to boost sales, successfully increasing market share by 5%
- Added 155 new Moocho users in 5 weeks, achieving the second highest average in April 2015
- Performed onsite product demonstrations to merchants and their customers
- Supported customer relations and managed troubleshooting and support issues

### **Sales Intern, Total Quality Logistics**

**Summer 2014**

#### **Tampa, FL**

- Coordinated end-to-end logistics of 15+ daily freight loads being transported across the United States
- Managed Sales Executive's customers, invoicing, last minute load changes and issue resolution
- In top three of fifty interns nationwide for rate negotiations and profitability

## Involvement

### **Gator Wesley Foundation (United Methodist)**

**July 2012-Present**

- Student Leader responsible for event planning and coordination
- Volunteer in local and international missions

### **Theater Strike Force (Comedic Improv Group)**

**September 2013-Present**

- Social Chair responsible for organizing events such as Relay for Life and 12 Hours of Improv