

# Rick Delorames

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## EDUCATION

### **B.A. Major in Marketing, Minors in Data Analytics and Spanish**

Jon M. Huntsman School of Business, Utah State University (USU), Logan, UT

Voting member, USU Student Fee Board

Member, Huntsman Marketing Association

Certified in Salesforce.com and Griffin-Hill Integrity Sales System

May 2018

**GPA: 3.68**

## WORK EXPERIENCE

General Mills, Philadelphia, PA

### **Business Management Intern**

Jun 2017-Aug 2017

- Utilized adaptability and creative problem-solving skills to tackle data heavy projects
- Leveraged customer data to create custom marketing promotions and in-store Plan-O-Grams
- Focused on trade planning and category management across all food categories as member of Centralized Planning Team
- Gained proficiency with programs such as MS Excel, PowerPoint, and Outlook, as well as AC Nielsen database, in performing key analytical tasks and presenting results

Huntsman Consulting Group, Logan, UT

### **Chief Executive Officer & Founder**

Aug 2016-Present

- Founded and led HCG to deliver exceptional value to clients by analyzing data and recommending strategic solutions
- Evaluated and then changed group practices resulting in a 625% increase in membership

USU Partners in Business, Logan, UT

### **Managing Director**

Nov 2015-Present

- Conducted research to identify waste in profit/loss statements and executed introduction of new value streams
- Coordinated logistics of entire conference, created in-depth marketing strategy, and oversaw implementation, utilizing strong organizational skills, creating healthy relationships, and fostering teamwork with 11 co-workers
- Used strong interpersonal communication to attract world-class speakers to present at conferences, as well as proficiencies in writing and speaking to coordinate with faculty and professionals
- Increased sales volume by selling to pre-existing accounts, finding leads and articulating exceptional value

USU University Admissions, Logan, UT

### **President, Out-of-State Ambassadors**

Apr 2016-Present

- Oversaw fiscally responsible allocation of \$3K+ program-wide budget
- Fostered teamwork, harmony and creativity while tackling tough problems in high stress situations

### **President, University Ambassadors**

Mar 2015-May 2016

- Introduced new fundraising efforts that expanded our budget, resulting in more training materials for members
- Developed techniques to more efficiently train 19 USU tour guides

### **University Ambassador**

Jun 2014-May 2016

- Innovated recruiting efforts in the Boise and West Ada school districts by collecting and using data to measure success
- Utilized Spanish fluency to interact with potential students and parents

### **Out-of-State Recruitment Team Member**

Aug 2011-May 2012

- Actively recruited new students while traveling through the intermountain west, as well as via phone calls and emails

USU IT Labs, Logan, UT

### **IT Lab Consultant**

May 2015-Present

- Aided hundreds of users by trouble shooting PC and Mac computers
- Gained proficiency in MS Excel, PowerPoint, Word; Adobe Illustrator, Acrobat, and Photoshop; OU Campus and Real Magnet

## VOLUNTEER EXPERIENCE

**"Benefit Bash" Founder/Director**, Val R. Christensen Service Center, Logan, UT

Dec 2014-Present

**Mentor**, Big Brothers Big Sisters Program, Logan, UT

Jun 2011-Present

**Spanish-speaking Service Volunteer**, Guadalajara, Mexico

Jun 2012-Jun 2014