

JAKOB W. KRUSE

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EDUCATION

DEC 2017 **University of Missouri-Kansas City** **Kansas City, MO**
Bachelor of Business Administration
(Emphasis in Enterprise Management)

Effectively pursued and completed comprehensive course of study in Business Administration, laying solid groundwork for a career as a Financial Analyst. Relevant coursework included: Financial Accounting, Corporate Finance, Financial Analysis, Microeconomics and Macroeconomics. Structured, researched, and presented multiple individual and group studies of corporate financial structures, futures markets, commodities pricing, and trading strategies.

EXPERIENCE

**12/2015-
PRESENT** **Broker Agent, Assistant Admin – Freight USA** **Overland Park, KS**

- Organizing customer and carrier information of recent operations both physically and into a local database
- Quoting and coordinating shipments of commercial equipment through consolidated freight shipping with destinations both domestic and international for manufacturers and communications companies
- Negotiating costs to ship orders while staying attentive of profit margin
- Office Financial reporting and building P/L monthly reports as well as processing A/P and A/R reports and bank reconciliations for banking requirements
- Completed audit queries for external auditors

**06/2012-
12/2015** **Product Advisor, Business Expert – Microsoft** **Overland Park, KS**

- Establishing new Business, Government and Education clients through outside sales averaging 900 accounts per fiscal year and nurturing relationships with installed clients.
- B2B sales offering first party products including: Surface products and OEM partner hardware as well as software and services such as Microsoft 365 management tools, Office 365 among others.
- Driving and executing appropriate contract opportunities and RFP requests for Public Sector Education and Federal/State/Local Government customers
- Assisting the Business Sales Specialist in managing and exceeding goal metrics such as: margin percentage, sales revenue, and attach rate on a monthly, quarterly and yearly basis resulting in 233% attainment to revenue goal for FY'14 and continued growth of 120% the following year.
- Under the guidance of the store's Business Sales Specialist and store manager, I assisted in the development and led a retail team of 30+ specifically related to Business, Government and Education sales behaviors including sales leads; sales promotions; understanding of key concepts such as product demos and key attach for SMB customers.
- Assisting business and education customers with full scale deployment of hardware and services throughout entire businesses/school districts including.
- Establishing relationships with Microsoft Partners in the Midwest to help best serve our

customer base and grow our offering of partner products services

- Extensive use of CRM (Dynamics) to assess the climate in the customer's decision-making process, past purchases and future orders. Developed reports detailing the relationships that we had developed with our customers, current orders and future business directly to our regional managers and market executives.

SKILLS

- Extensive expert training of Microsoft Office Suite (Microsoft training):
Word, Excel, Power Point, One Note, Outlook, Access, and Publisher
- Very well versed in:
 - Microsoft 365 Dynamics CRM
 - Microsoft Visio
 - Microsoft Power BI
 - Microsoft Project
 - Microsoft SharePoint
 - Microsoft Azure
 - Oracle SQL