

# CHEZARE BRUKER

Business Owner

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## PROFILE

Results-driven Business Owner with 1 year of experience in managing and growing a successful enterprise. Adept at implementing effective marketing strategies, streamlining operations, and driving revenue growth. Demonstrated ability to build strong relationships with clients and vendors, while fostering a positive work environment that encourages collaboration and innovation. Highly skilled in financial management, strategic planning, and problem-solving, committed to ensuring business success and continued growth.

## LINKS

[linkedin.com/in/chezarebrucker](https://www.linkedin.com/in/chezarebrucker)

## SKILLS

QuickBooks

Salesforce

SEO Optimization

Google Analytics

Project Management

Social Media Marketing

Microsoft Excel

## LANGUAGES

English

German

## HOBBIES

## EMPLOYMENT HISTORY

### Business Owner at Kwik Trip, WI

Apr 2023 - Present

- Increased annual revenue by 20% in the first year, resulting in over \$1.2 million in additional sales, through implementing effective marketing strategies and improving customer service standards.
- Streamlined store operations, reducing overhead costs by 15%, saving \$150,000 annually, by optimizing staff scheduling, implementing inventory management systems, and renegotiating vendor contracts.
- Boosted customer satisfaction ratings from 80% to 95% within two years, by implementing employee training programs focused on customer service, and introducing new product offerings based on customer feedback.

### Co-founder/Partner at Harley-Davidson, WI

Sep 2022 - Mar 2023

- Successfully expanded the dealership network by 25% within two years, resulting in a 15% increase in annual revenue and strengthening the brand's presence in key markets.
- Led the development and launch of a new line of motorcycles, which generated over \$50 million in sales during the first year and contributed to a 10% growth in market share.
- Implemented a comprehensive digital marketing strategy, leading to a 35% increase in online leads and contributing to an 8% overall sales growth within 18 months.

## EDUCATION

### Bachelor of Business Administration in Entrepreneurship at University of Wisconsin-Madison

Sep 2018 - May 2022

Relevant Coursework: Business Strategy, Marketing Management, Finance, Operations Management, Entrepreneurial Leadership, Business Ethics, Accounting, Human Resources, Business Law, and Innovation Management.

## CERTIFICATES

### Certified Business Analysis Professional (CBAP)

Jun 2022

### Project Management Professional (PMP)

Jul 2020