

KEVIN COX

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Education

University of Florida

Warrington College of Business

Major: Business Administration, Specializing in Mass Communication

Minor: Innovation

December 2022

Gainesville, FL

American Heritage High School Alumnus

May 2018

Plantation, FL

Work Experience

Marketing Intern

Fall 2019

ApexTek Labs

Gainesville, FL

ApexTek Labs was a Gainesville-based startup company that provided a wide selection of services for businesses and created products to sell to a wide variety of customers.

- Closed brand deals with influencers on Instagram, effectively increasing sales in the month of September
- Designed website using HTML and Wix to create a stronger consumer journey for people interested in buying products

Student Intern

Fall 2019

The Repurpose Project

Gainesville, Florida

The Repurpose Project is a non-profit organization which focuses its efforts to redirect useful resources to the landfill to the public for education, art, and creativity.

- Helped restructure store to improve organization, allow wheelchair accessibility, and enrich the consumer's journey
- Worked on initiatives to raise awareness of the Repurpose Project around UF through fliers and outreach

Leadership and Involvement

Treasurer

May 2019 -- Present

Innovation Academy Ambassadors

Gainesville, FL

The Innovation Academy Ambassadors are a group of students at the University of Florida who represent the Innovation Academy (IA) by helping incoming IA students and families through Office Hours and facilitating IA events.

- Elected Treasurer for 2020-2021 to manage the Budget of all incoming and outgoing funds for IA Ambassadors
- Developed and maintained relationships with outside sponsors to increase funds which are used to put on more organization activities and fund new merchandise

Director of Operations

February 2019 – July 2021

Innovation Leadership Program (ILP)

Gainesville, FL

The Innovation Leadership Program is an organization at the University of Florida designed towards growing students professionally and personally.

- Created fliers and helped organize a fundraiser for the Pace Center for Girls by rallying up food trucks for a Gainesville-wide field day event which raised about \$500
- Elected Director of Operations to facilitate the technical side of event planning, budget planning, and room reservations

Eagle Scout

May 2010 – May 2016

Boy Scouts of America (BSA)

Davie, FL

The Boy Scouts of America is a national organization which aims to give leadership, interpersonal, and outdoor skills through a multi-tiered ranking system made of various rank requirements and merit badges.

- Achieved the rank of Eagle Scout (4% completion rate) through community service, rank advancements, and leadership
- Planned, organized, and lead an Eagle Scout service project raising \$1,300 to manage the construction of three pet waste stations at the Old Davie Schoolhouse Museum, resulting in a cleaner environment for tourists
- Held various leadership positions and mentored younger scouts by teaching them outdoor and personal skills

Skills & Awards

Office 2019: Microsoft Office Specialist: Excel Associate

Skillful in C++, Java, HTML, Adobe Photoshop, and Wix

Florida Bright Futures Scholarship Recipient (2018)