

Robert E. Kulpa, Jr.

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January 25, 2023

Pataskala City Council
621 W. Broad Street
Pataskala OH 43062

Mayor and Members of City Council:

It is with great pleasure that I submit my cover letter and resume for consideration for the open city council position for the 2nd ward of Pataskala. I have been an elector in Pataskala since I relocated here in July of 2020. My educational and work history have garnered an array of skills that has prepared me to serve as a council member for the City of Pataskala.

Originally from Wheeling, WV, I moved to Columbus, Ohio in 2017 to seek employment after a nineteen-year tenure working in student development at Wheeling Jesuit University (currently Wheeling University). Since that time, I have held many positions at AEP Energy and currently serve as the SBS Field Sales Manager. In this role I have worked hard to create a team environment and taught myself new skills to use the Microsoft Power Platform to make the sales team more efficient. Working for a small university for nineteen years taught me to work smarter and as efficient as I could. This skill has continued to be useful in corporate America where I am always looking for more efficient ways to conduct our day-to-day work. I have been able to ask the right questions and make improvements to make the day-to-day work of those on my team more efficient, giving them more time to talk to customers.

I am currently working on completing my MBA and will graduate this May with said degree. I also have a master's degree in criminology and have completed course work in administration & leadership studies. Throughout my educational journey I have gained the knowledge to think critically and not be afraid to roll up my sleeves and dive into something to learn as much as I can about it prior to making a decision. I strongly believe that decisions should be made only after you have the knowledge needed to make a fully informed decision.

I have always had a passion to serve in a government position. For me it is about making the community in which I belong a better place for all who live there. Serving as a council member will allow me to be a voice for the most northwest corner of the city. In addition to representing those in my ward, I would be able to make an impact on the entire city. I had the great privilege to attend the Pataskala Citizen Police Academy this fall and was really impressed with both the way the chief of police trusted his officers to run the program that they felt was best, but also the support of the program by the mayor. This was my first introduction to Pataskala employees and that experience led me to look for other ways to be more involved in the future of this great city.

I personally feel that I have the skills to be an effective council member. I also have the vision, and the passion to make decisions and to inspire and to motivate those around me to be the best they can be. I look forward to the opportunity to discuss with you the various challenges and opportunities available with this position with the City of Pataskala.

Thank you for your time and consideration.

Sincerely,

Robert E Kulpa, Jr

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Summary

Motivated and talented individual driven to inspire those around me, looking to pursue a position in a high paced environment. Extensive experience in event planning, program development, program evaluation, leadership development, sales, and sales management.

Core Qualities

- Innovative thinker
- Data driven decision making
- Great time-management skills
- Self-directed
- Complex problem solving
- Resourceful
- Strong interpersonal skills
- Change management
- Sound judgment
- Computer-savvy

Major Achievements

- Utilized Microsoft Power Automate to increase efficiency and transparency in sales tracking.
- Created department wide reports in Power Bi to help track sales across all segments of the Small Business division.
- Created a sales app using Microsoft Power Automate and Power Apps that increased sale efficiency and processing by 20%.
- Increased sales by 36% year over year through more accountability, more concise coaching, better performance management, and creating a team environment among the members of the sales team.
- Continuous review of department processes and making continued improvements to increase efficiency.
- Sustained sales numbers for team throughout the pandemic.
- Improved department efficiency 80% through implementation of strategic workflow, process improvements, and computer software.
- Consistently exceeded weekly door-to-door sales standards by 20%.
- Grew University Conference revenue by 40% over two years.
- Improved department efficiency 80% through implementation of strategic workflow, process improvements, and computer software.
- Conducted a campus wide “Campus Morale” study for the Board of Directors in the spring and summer of 2016. This study looked at the morale of administrators, faculty, staff, and students.

Education

WAYNESBURG UNIVERSITY
Master of Business Administration (MBA) (Anticipated May 2023)

WAYNESBURG, PA
August 2021-Present

INDIANA UNIVERSITY OF PENNSYLVANIA
Doctor of Education – Administration & Leadership Studies

INDIANA, PA
August 2006 – May 2010

INDIANA UNIVERSITY OF PENNSYLVANIA
Master of Arts -- Criminology

INDIANA, PA
Graduated August 2003

WHEELING JESUIT UNIVERSITY
Bachelor of Arts -- Criminal Justice

WHEELING, WV
Graduated May 2001

Experience

AEP ENERGY COLUMBUS, OH
Field Sales Manager **February 2021 to Present**

- Manage a team of 12-14 sales reps throughout the states of Ohio and Pennsylvania.
- Brought two teams together to form one sales team by increasing transparency, enacting policy changes, and giving the sales reps a voice at all levels of the organization.
- Assist others in the creation of a policy to ensure the safe return of the sales reps to the field and B2B sales after COVID pandemic.
- Work with other departments to ensure that the implementation of the new Dynamics 365 CRM met the needs of the B2B sales reps.
- Work with the top performers on the team to create a new sales process that will increase sales and employee morale.
- Work with other departments to implement a process with Microsoft Customer Insights and Dynamics that minimizes duplication and allows for easy assignment/management of new leads.

AEP ENERGY COLUMBUS, OH
Regional Sales Supervisor **March 2019 to February 2021**

- Supervised a team of 8-10 sales reps in Eastern Ohio and Western PA.
- Hired and trained new sales reps.
- Created a new sales process for the sale of natural gas using Microsoft Power Automate.
- Created a positive work culture where the sales reps felt empowered to make suggestions for change and strategies.

AEP ENERGY COLUMBUS, OH
Account Manager **March 2018 to March 2019**

- Responsible for renewing existing customers that qualify as small business.
- Managing customer relationships to ensure small business customers have reliable point of contact.
- Executing on a variety of strategic renewal, retention and win back campaigns and provide feedback for improvements.
- Identify issues and make recommendations for process improvements and efficiencies based on prior cases.
- Participate in sales development meetings and strategy sessions; communicate ideas and philosophies that will further advance the effectiveness of small business renewals.
- Create spreadsheets and reports to track success of renewal campaigns and account managers.

AEP ENERGY COLUMBUS, OH
Certified Trainer, Residential Sales Team **October 2017 to March 2018**

- Generated business by working an assigned territory visiting up to 60-70 houses per day.
- Used a consultative selling approach to increase customer's awareness of choice as well as competitive advantage over other energy providers; provide potential customer with pricing and effectively close the sale.
- Continuously met or exceeded sales standards.
- Assured quality and accurate representation of products; represent the company professionally.
- Oversaw a team of 4-5 energy advisors.
- Trained new energy advisors in the field.

AEP ENERGY COLUMBUS, OH
Energy Advisor, Residential Sales Team **June 2017 to October 2017**

- Generated business by working an assigned territory visiting up to 60-70 houses per day.
- Exceeded sales quotas every month.

WHEELING JESUIT UNIVERSITY

WHEELING, WV

Director for Student Life**July 2006 to May 2017**

- Represented Student Development on Title IX and Compliance Committees.
- Worked with the Dean of Students and Executive Vice President to facilitate staff development and strategic planning.
- Scheduled and planned activities for entire university community and maintained online calendar.
- Oversaw the daily operations of the campus pub.
- Managed and balanced several operating budgets each year totaling \$600,000.
- Implemented and Managed software packages for the division including, OrgSync (co-curricular transcripts), ERezLife, Maxient (Student Conduct Database), Midas (Room Reservation Database), and CSGold (Student ID Database).
- Used technology in programming to enhance the overall experience of students, including Polls Everywhere and Online Payment Portals.
- Planned, organized, and implemented all Leadership and Welcome Week Activities including Convocation, Student Leadership Training, University Move-In, and President's Dinner.
- Chaired and served on several university committees including Homecoming, Event Planning, University Compensation, and Administrative Council.

Volunteer Experience

UNITED SCHOOLS NETWORK

COLUMBUS, OH

Board Member**June 2018 – July 2022**

- Serve on the board of Columbus Collegiate Academy Middle School.
- Work with other members of the board to create and maintain policies and procedures.
- Member of the governance and finance committees.
- Served as Secretary/Treasurer from July 2019-June 2021.

HOLY FAMILY CHILD CARE & DEVELOPMENT CENTER

WHEELING, WV

Board President**January 2006 to June 2010****Board Member****January 2005 to January 2006**

- Worked with other members of the board to create and maintain policies and procedures.
- Assisted with all fundraising efforts, including over \$130,000 for a new playground.
- Successfully obtained a \$7500 grant from the Congregation of St Joseph Community Grant in June of 2008.
- Worked directly with the Executive Director in troubleshooting day to day operational, procedural, and policy concerns.
- Managed all aspects of a major crisis pertaining to the possibility of lead paint exposure of young children with minimal impact on the students, staff, or organization.
- Updated the parent and employee handbooks.
- Created a policy manual to ensure all policies and procedures voted on during meetings could be tracked.