

Brandon J

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Education

University of California San Diego *San Diego, CA* 06/22 – Present

- *Second-Year*, GPA 3.57/4.00
- *Studies*: Math CS

Leadership & Activities

Co-Founder & CEO, Treasure Hacks *Irvine, CA* 05/21 – Present

501(c)(3) Non-profit dedicated to building communication & empathy skills in students

- Closed deals with 32 unique corporate sponsors, such as HyperX & Wolfram, that provided fiscal and in-kind sponsorship across 5 events.
- Strategized and managed marketing to college student orgs, high schools, and nonprofits resulting in 1,880 participants.
- Reached out to, managed, and organized a total of 62 different workshops, 129 helpers from over 7 countries, for a total of 207 hours of events.
- Directly mentored 8 team members on communication, marketing, and effective ways to expand their skill sets.

Business Intelligence Intern, Comtrend *Irvine, CA* 05/23 – 10/23

Communications Equipment Company

- Unified, cleaned, and organized Excel database of over 10k clients to assist sales team with finding new leads
- Conducted competitor product research to direct the development of additional marketed features in Comtrend products.
- Fostered cross-discipline conversations to find solutions to recent decreases in purchases for copper wire ONTs.

Sales & Marketing Intern, Edge Branding *Santa Ana, CA* 05/23 – 07/23

Face-to-Face Marketing Firm

- Interned for 440 work hours and generated a CLV of \$122,400 for a Fortune 500 telecommunication client (\$3060 per day).
- Conducted market research and delivered presentations to 1,000 potential consumers on behalf of a Fortune 500 company.
- Managed 35 unique marketing events, consisting of 70 employees, responsible for brand awareness delivered to over 1,000 people generating \$122,400 for a Fortune 500 client.
- Ran training seminars for over 70 people to better marketing practices in the office.

Team Lead, UCSD Innovation Sprint *San Diego, CA* 09/22 – 03/23

UCSD program where students consult for client companies

- Took initiative to lead team of 5 students by staying on top of objectives, delegating roles & jobs, and establishing direction when previous team lead needed help.
- Redesigned Los Angeles Police Federal Credit Union website and app using Figma and pitched in-depth research to persuade 12 older executives of its importance.
- Adjusted deliverables effectively after last-minute requests from client to expand scope of the project.

Skills & Interests

Technical Skills: Communication, Leadership, Entrepreneurship, Sales, Project Management, Social Media Marketing, Brand Marketing, Marketing Strategy, Canva, Outreach, Figma, Agile, Python, Java, Machine Learning, Excel

Interests: Mission-driven Entrepreneurship, Designing Education, Marketing to Share Info, Psychology to Help Others, Philosophy for Fun, Reading for World Understanding, Project Management for Implementation of Devious Plans