Brandon J

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LinkedIn Profile

Versatile Consulting Intern

BS Mathematics and Computer Science Candidate and Entrepreneur

EXECUTIVE SUMMARY – WIDE BREADTH OF SKILLS AND EXPERIENCE

o   High GPA rising senior with the rare combination of deep technical skills and experience coupled with excellent soft skills such as taking initiative, raising capital, working independently and organizing ambiguity into structure

o   Demonstrated ability to easily adapt to a wide breadth of projects and industries such as a founder for a student organization focused on the development of networking skills, business intelligence for a communications company, sales and marketing for a branding agency, and CRM development for an ESG recycling organization

o   Raised over $500,000 in funds or in-kind donations from 32 corporate sponsors, while leading a team of 8 volunteer team members to organize 69 events and workshops

o   2+ years of equivalent work experience with a wide breadth of roles such as entrepreneur, marketing, BI data engineer, market researcher, event coordinator, training curriculum designer, market strategist, and CRM developer

SOFT SKILLS

Independently organize ambiguous initiatives into structured tasks, milestones and schedules | Demonstrated capability to tackle complex projects, create a plan and execute to goals/target outcomes | Leverage technical training to perform data-based decisions | Leadership abilities leading student volunteers and industry professionals for new programs | Develop and present Powerpoint decks and Excel models based on primary market research on competitive analysis

TECHNICAL SKILLS

Advanced Mathematics Knowledge: Graph Theory, Linear Optimization, Linear Algebra, Statistics
Business Applications: Microsoft Office (Word, Excel, PowerPoint, Outlook) CRM (Monday, Hubspot), Figma, Canva
Programming Languages: Python, SQL, C++, C Sharp, Javascript, Java,

RELEVANT WORK EXPERIENCES

Treasure Hacks, San Diego, CA   **(05/21-present)**
UCSD startup organization focused on developing student's soft skills such as face-to-face communication, networking, storytelling, empathy skills, problem-solving, job education and industry counseling before they enter the working world.
Co-Founder and CEO

o   Primary negotiator with securing over $500,000 in funds and in-kind donations from 32 corporate sponsors such as HyperX, Wolfram Language, Digital Ocean, Repelit, Verbwire, Deta, Major League Hacking, and Click-Up.

o   Created and executed 64 different educational workshops on student soft skills covering networking, face-to-face communication, , job counseling, and LinkedIn profiles with a reach of over 2,000 students over a 3-year period

o   Managed and mentored 8 student volunteers to create project management schedules, activities and outcomes.

o   Developed a network of 198 professionals to support our educational programs. Professionals covered industries such as energy, biotech, enterprise SaaS, healthcare, retail, government, defense, manufacturing, and fintech

EnvironGreen Electronics Recycling, San Diego, CA   **(02/24-08/24)**

An electronic recycling business for residential and commercial businesses including data and paper shredding

Sales and Marketing Coordinator

o   Led corporate initiative and project management activities for the installation of a new CRM, Monday, migrating over 8,000 clients to the new system, and creating a sales funnel process for identifying the best customer prospects

o   Designed and executed new lead generation workflow, leading to a collection of lost leads

o   Utilized my network to Initiate business expansion into 4 new markets leading to 95 new solid leads while also performing sales discovery techniques to identify current pain points in their current recycling program

Comtrend, Irvine, CA   **(05/23-09/23)**

Internet Service Provider covering Rural and Regional Service Providers

Business Intelligence Intern

o   Merged customer data information from three different data sources into a single database, utilizing data cleansing and transformation strategies to create a single source of truth of customers consisting of over 10,000 clients, enabling the sales team to effectively target new sales opportunities

o   Conducted in-depth competitor analysis across 8 companies and 4 products as part of new product development activity, that led to an upper management presentation and recommendation on new product features

o   Performed last minute market research using conference application to determine key targeted customers at CES (Consumer Electronic Show) which led to 80 new high potential leads for sales team

Edge Branding, Santa Ana, CA   **(05/23-07/23)**

Provides branding solutions to attract, engage and retain businesses target audience

Sales and Marketing Intern

o   Performed market research, and developed sales presentation to a Fortune 500 prospect, Spectrum, which led to a closing of a largest sale of the company, resulting to a revenue of lifetime value of $122,400

o   Event coordinator for over 35 marketing events to gather market intelligence used to present to Spectrum

SCHOOL PROJECT (UCSD INNOVATION SPRINT)

Kaiser Permanente,   San Diego, CA   ***(11/24-Present)***

Kaiser Permanente offers health plans, doctors hospitals, and wellness resources for individuals and corporations.

Team Lead (Consultant)

o   Interviewed operation managers for determining root cause for sub-optimal manager and subordinate performance

o   Used analysis on employee and manager performance, recommending the use of Kolbe, a personality and natural style decision making tool, to determine the best path of success for both the regional and clinic managers

Los Angeles Police Federal Credit Union,   Los Angeles, CA   ***(09/22-03/23)***

LAPFCU is a full-service banking institution focused on law enforcement professionals and their families.

Team Lead (Consultant)

o   Performed market research, creating UI/UX prototypes using Figma with the objective of bringing the same customer Person-to-Person experience to the online world

o   Presented final prototypes, workflows, and customer experience visuals to 15 members of the executive staff

EDUCATION

BS in Mathematics and Computer Science at University of California at San Diego   GPA 3.6/4.0 Graduation Date 2026