**Brandon Z. Holle**

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| Eli Broad College of BusinessMichigan State University632 Bogue St., Room N462 East Lansing, MI 48823 | Office: 517-432-6453Mobile: 661-496-1961hollebr1@msu.edu[linkedin.com/in/brandonholle/](https://www.linkedin.com/in/brandonholle/) |

**EDUCATION**

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| --- | --- |
| Michigan State University |  |
| **Ph.D in Marketing** | **Expected 2023** |
| University of Nebraska - Lincoln |  |
| **M.B.A. in Marketing**  | **2018** |
| Certificate in Business Analytics |  |
| California Polytechnic State University - San Luis Obispo |  |
| **B.S. Business Administration** | **2014** |
| Concentration: Marketing Management |  |

**WORK EXPERIENCE**

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| --- | --- |
| Santa Maria-Bonita School District**Business Teacher*** Designed and taught business planning course
* Provided feedback and evaluations for 160+ students per term
 | **2017-Present** |
| Santa Barbara County Education Office**ROP Business Instructor*** Designed and taught Intro to Accounting, Computer Business Applications and Virtual Enterprise courses to high school students
* Provided feedback and evaluations for 90+ students per term
 | **2016-2017** |
| Santa Barbara City College**Instructor*** Taught two sections of ACCT101 and COMP101 each semester
* Developed syllabus and lessons for both courses
 | **2016-2017** |
| Enterprise Holdings**Management Trainee*** Operated and managed regional airport car rental branch
* Forecasted and planned rental vehicle fleet levels
 | **2015-2016** |
| Cal Poly Corporation**Department Lead / Assistant Buyer*** Forecasted sales and ordered products to achieve optimal inventory
* Developed training guide and managed employees in department
 | **2011-2015** |
| NBCUniversal, Inc.**Retail and Distribution Operations Intern*** Researched and benchmarked best practices for retail distribution
* Proposed and presented improvements to company executives
 | **2014** |
| Rabobank, N.A.**Financial Analyst Intern*** Underwrote small business loans up to from $500,000 to $15 million
* Analyzed financial documents to determine borrower liquidity
 | **2013** |

**LEADERSHIP & ACTIVITIES**

|  |  |
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| FBLA Adviser | **2016-2017** |
| Virtual Enterprise Adviser | **2016-2017** |
| President – Cal Poly American Marketing Association | **2013-2014** |
| VP of National Relations – Cal Poly American Marketing Association | **2012-2013** |

**PROFESSIONAL CERTIFICATIONS & MEMBERSHIPS**

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| --- | --- |
| Business Analytics Certificate – University of Nebraska, Lincoln | **2018** |
| American Marketing Association Student Membership | **2011-2015** |

**AWARDS**

|  |  |
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| Mary Stuart Rogers Scholarship  | **2015** |
| 2nd Place Ameristar Student Package Competition | **2014** |

**TECHNICAL SKILLS & EXPERIENCE**

|  |  |
| --- | --- |
| * R statistical programming
* SPSS
* Microsoft Office
* Google Suite
 | * Cluster analysis
* Regression analysis
* Decision tree analysis
* Lift analysis
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