**Brandon Z. Holle**

|  |  |
| --- | --- |
| Eli Broad College of Business  Michigan State University  632 Bogue St., Room N462  East Lansing, MI 48823 | Office: 517-432-6453  Mobile: 661-496-1961  hollebr1@msu.edu  [linkedin.com/in/brandonholle/](https://www.linkedin.com/in/brandonholle/) |

**EDUCATION**

|  |  |
| --- | --- |
| 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**

|  |  |  |
| --- | --- | --- |
| 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**

|  |  |
| --- | --- |
| 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**

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

**AWARDS**

|  |  |
| --- | --- |
| 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 |