

Brandon Z. Holle

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EDUCATION

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

WORK EXPERIENCE

Santa Maria-Bonita School District Business Teacher	2017-Present
<ul style="list-style-type: none">Designed and taught business planning courseProvided feedback and evaluations for 160+ students per term	
Santa Barbara County Education Office ROP Business Instructor	2016-2017
<ul style="list-style-type: none">Designed and taught Intro to Accounting, Computer Business Applications and Virtual Enterprise courses to high school studentsProvided feedback and evaluations for 90+ students per term	
Santa Barbara City College Instructor	2016-2017
<ul style="list-style-type: none">Taught two sections of ACCT101 and COMP101 each semesterDeveloped syllabus and lessons for both courses	
Enterprise Holdings Management Trainee	2015-2016
<ul style="list-style-type: none">Operated and managed regional airport car rental branchForecasted and planned rental vehicle fleet levels	
Cal Poly Corporation Department Lead / Assistant Buyer	2011-2015

- Forecasted sales and ordered products to achieve optimal inventory
- Developed training guide and managed employees in department

NBCUniversal, Inc.

Retail and Distribution Operations Intern

2014

- Researched and benchmarked best practices for retail distribution
- Proposed and presented improvements to company executives

Rabobank, N.A.

Financial Analyst Intern

2013

- Underwrote small business loans up to from \$500,000 to \$15 million
- Analyzed financial documents to determine borrower liquidity

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
2 nd Place Ameristar Student Package Competition	2014

TECHNICAL SKILLS & EXPERIENCE

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