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/

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 **2017-Present**
- Designed and taught business planning course
- Provided feedback and evaluations for 160+ students per term

Santa Barbara County Education Office
Business Instructor **2016-2017**
- 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

Santa Barbara City College
Instructor **2016-2017**
- Taught two sections of ACCT101 and COMP101 each semester
- Developed syllabus and lessons for both courses

Enterprise Holdings
Management Trainee **2015-2016**
- Operated and managed regional airport car rental branch
- Forecasted 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

Broad College of Business Distinguished Fellowship	**2018**
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