

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

California Polytechnic State University - San Luis Obispo

B.S. Business Administration

Concentration: Marketing Management

WORK EXPERIENCE

Santa Maria-Bonita School District

Business Teacher

2017-2018

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

Santa Barbara County Education Office

ROP 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
2 nd Place Ameristar Student Package Competition	2014

GRADUATE COURSEWORK

Substantive:

Marketing Theory and Critical Analysis (Dr. Ahmet H. Kirca)

Methodology:

Strategic Database Marketing (Dr. Dwayne Ball)
 Advanced Marketing Analytics (Dr. Dwayne Ball)
 Data Mining and Warehousing (Dr. David Olson)
 Intro to Econometrics (Dr. James R. Schmidt)
 Advanced Organizational Research Methods (Dr. Brent Scott)
 Statistical Models in Marketing (Dr. Roger J. Calantone)