

BRANDON STYCHALSKA

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Skills/Capabilities/Expertise

- Social media content creation and website maintenance
- Certified in Google Analytics for Advanced Learners
- Programming Language: Python, R, Tableau, SQLite

Education

University of Alabama, Tuscaloosa, AL
Master of Business Administration, May 2024
GPA: 3.6
Focused Area of Study: Business Analytics

University at Buffalo, Buffalo, NY
Bachelor of Science in Business, May 2022
GPA: 3.1
Advertising & Promotion, Digital Marketing

Internship Experience

Graduate Assistantship, University of Alabama, Tuscaloosa, AL

August 2022 - Present

Department of Management Graduate Assistant

- Organize and implement engagement and information events for undergraduate students
- Educate students on department programs and offering
- Create social media posts promoting department events and increase student engagement
- Provide administrative assistance as needed
- Use spreadsheets to display various data for office use
- Implement a mentorship program for incoming Master of Business Administration Students
- Work with a team of other students to help individuals secure endorsement deals

Internship, Prosurix, Buffalo, NY

February 2021 - May 2021

Marketing Intern

- Designed product advertisements to be used in meetings
- Conducted industry research to identify potential new retailers
- Learned proper sales techniques to contact clients and solicit new business
- Collaborated with other interns to identify new uses for existing product to increase reach in new markets

Work Experience

Platter's Chocolates, North Tonawanda, NY

June 2020 - August 2022

Social Media Manager/Store Associate

- Created social media posts, videos, reels, and stories, which increased accounts reached by 122%, accounts engaged by 61.3%, and total follower count by 10%
- Organized a weekly marketing campaign for a store product and allows customers to sample the product in attempt to increase sales
- Lead a team of employees with production and packaging of different products
- Processed all sales transactions in a fast and friendly manner, handle product exchanges, and take care of customer complaints
- Recognized by managers for good customer service skills multiple times

Campus Tees, Buffalo, NY

May 2018 - May 2020

Student Manager

- Redesigned layout of company website, uploaded new items, wrote item descriptions, and uploaded available products
- Coordinated with store manager to design products to sell in the store
- Effectively processed all UPS orders, created labels to ship out products purchased online, and handled customer issues with orders
- Managed a team of employees to sell merchandise at different events such as football games and commencement
- Viewed product sales report and adjusted advertising strategies based on this
- Worked with social media intern to identify our bestselling items to share on our store social media pages

Honors/Leadership/Activities

- Volunteer at Haven House
- Study abroad student in Australia
- Eagle Scout
- National Honor Society of Leadership & Success
- Volunteer for University at Buffalo Study Abroad
- Local 210 Essay Award Winner
- The University of Alabama MBA Association