



BRADLEY LOGAN ERICSON

EDUCATION

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|--|---|----------------------|
| Drexel University
2008-2013 (Expected) | <ul style="list-style-type: none">• LeBow College of Business, 3.7 GPA• Marketing and Entrepreneurship | Philadelphia, PA |
| Imperial College
March – June 2010 | <ul style="list-style-type: none">• 3.7 GPA• International Marketing & Sports Management | South Kensington, UK |

PROFESSIONAL EXPERIENCE

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| Boston Startup School
June – August 2012 | <i>Sales & Business Development</i>
<ul style="list-style-type: none">• TechStars sponsored program based out of Harvard Business School• 6 week professional accelerator focusing on entrepreneurial startups | Cambridge, MA |
| Aon
November 2011 – May 2012 | <i>Manchester United Sponsorship Team</i>
<ul style="list-style-type: none">• Four person team focused on developing and optimizing Aon's title sponsorship of Manchester United Football Club• Leveraged Manchester United brand to attract new clients and retain current ones• Used Salesforce.com to track and measure the \$25 million sponsorship ROI | Chicago, IL |
| One United USA
October 2011 – May 2012 | <i>Brand Relationship Team</i>
<ul style="list-style-type: none">• Used existing relationships with sponsors with brands in order to promote the Manchester United Football Club brand in the U.S.• Focused on matchday promotions, planning and executing international tours and sports marketing using a variety of personal promotions and web campaigns. | Chicago, IL |
| 3SecondReceipts LLC
June 2009 – October 2011 | <i>Chief Executive Officer</i>
<ul style="list-style-type: none">• CEO and Co-Founder of digital software and marketing consultancy• Named College Entrepreneur of 2009 by Entrepreneur Magazine• Brought idea to market and \$10,000 in earned revenues in less than one year• Featured in Forbes, Inc. & Entrepreneur Magazines, The Wall Street Journal, CNBC | Philadelphia, PA |
| Johnson & Johnson
September 2009-March 2010 | <i>Brand Specialist</i>
<ul style="list-style-type: none">• Worked directly with Zyrtec Product Director at McNeil Consumer HealthCare• Managed logistics behind 200,000 Zyrtec samples sent to HCP each quarter• Developed 2010 OTC marketing campaign focusing on Journal advertising | Fort Washington, PA |
| Ompay
May 2009 - September 2009 | <i>Marketing Director</i>
<ul style="list-style-type: none">• Coordinated primary target market research needed for new product recognition, testing and analysis of existing Philly SmartCard product• Placed strong emphasis on brand development and on street promotions | Philadelphia, PA |

HONORS AND ACTIVITIES

- 3SecondReceipts named in the top 50 most promising start-up companies in the nation (GEWA 2010)
- Named among the top 25 student entrepreneurs in the world (Global Entrepreneur Association 2010)
- Honorable Mention- Alister & Paine's Young Entrepreneur of the Year (2010)
- Wall Street Journal's National Junior Achievement Award and Scholarship (2010)
- Entrepreneur Magazine's National College Entrepreneur of the Year (2009)
- MVP - Drexel Field Hockey Team at National Tournament- ranked 8th in the Nation (2009)

LEADERSHIP ACTIVITIES AND NOTABLES

- One of eleven people to complete 605 mile trip cycling around Ireland. Raised \$150,000 for Autism Action
- Keynote Speaker – Puerto Rico Chamber of Commerce National Conference (2011)
- Active Member - "Dac Pack" Student Events Group, Drexel Entrepreneurship Association (Vice President), Drexel Marketing Association, Dean's Student Advisory Board, Co-Ed Field Hockey Team, Sailing Team, Student Ambassadors and Tour Guide, Men's USA National Field Hockey Team
- Ranked among the top in the State of NJ in Competitive Fencing (2007-2009) and Golf (2008)

SKILLS AND EXPERTISE

- Microsoft Office, Adobe InDesign, After Effects, Photoshop (Basic), Google Analytics, Salesforce, Wordpress
- ROI analysis, Database management, Revenue comparison, Sports sponsorship, SEO / Google Adwords