Bradley Harrison
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Education

University of Michigan   Ann Arbor, MI
College of Literature, Science and the Arts   May 2023
- GPA: 3.89
    - Intended degree/major: B.S./Informational Analysis
    - University Honors Fall 2020, Winter 2020, Fall 2021
    - James B. Angell Scholar Award

Experience

Ciena Corporation   Baltimore, Maryland
Finance and Commercial Management Intern   June - August 2020
- Programmed an 800 line data visualization model in Python to analyze and forecast financial data, which I later presented to corporate executives, helping our team better understand where we should direct our focus and revise our sales strategy
- Assessed the balance sheets of competing companies and evaluated their strengths and weaknesses to create a comprehensive strategy of how Ciena could best optimize their resources.
- Reviewed client contracts and drafted summary documents, identifying key components for executives to review

Pi Sigma Epsilon- Professional Sales, Marketing, and Management Fraternity   Ann Arbor, Michigan
Consulting Committee / Consulting Project Manager   September 2019 - Present
- Oversaw the defensibility strategy for a space tech startup where I organized meetings, coordinated conference calls, conducted research, and delegated responsibilities to create a patent strategy and comprehensive non-disclosure agreements
- Consulting project manager for Project4Prosperity, a 501(c)(3) approved non-profit and public charity, where I led a team of 5 individuals in remodeling their business plan, researching expansion opportunities, and improving their marketing strategy to ensure they reach their fundraising goals

UmichStudyBuddies   Ann Arbor, Michigan
Head of *Business Development, Marketing, and UI*   Nov 2020 - Present
- Helped design and implement a new interface for umichstudybuddies.com, reducing cognitive overload and ensuring a fluid user experience
- Built a web scraping algorithm to pull the information for every department head at the University of Michigan, allowing us to customize emails to each professor and encourage them to market the product to their staff
- Altered our marketing strategy through a revised social media presence by utilizing user data and graphic material, resulting in exponential growth and over 15,000 sign-ups in two weeks

Student Athletes Overcome, LLC   Baltimore, Maryland
Founder   March 2017 - August 2019
- Built an online platform that supports student scholastic and athletic performance including workout plans, nutrition tips, access to college coaches, and tutoring help, fulfilling the athletic and academic ambitions of underprivileged students
- Cultivated business partnerships with professionals in the NFL, NBA, and NCAA resulting in additional, proven content for the website and a broader network for aspiring athletes
- Reduced overhead costs by 50% to increase marketing and partner development spending, ensuring business growth for at least the next two years

Additional

Languages: Fluent in English, Coversent in Hebrew
Computer Skills: Experience with Python, HTML5, ReactJS, CSS, SQL