##### Brandon Gossen

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##### Education

**University of Tampa** Tampa, FL

*Masters of Business Administration/Masters of Science* December 2015

* 3.81 GPA; MBA in Finance; M.S. in Marketing
* Member: Beta Gamma Sigma Honor Society (2015-Present); National Society of Leadership (2014-Present)

**University of Texas at San Antonio** San Antonio, TX

*Bachelor of Business Administration/Bachelor of Science in Kinesiology* December 2012

* 3.79 GPA; B.B.A in Business Marketing; B.S. in Exercise Science
* Graduated Magna Cum Laude
* Member of Phi Kappa Phi Honor Society (2012-Present)

##### PROFESSIONAL EXPERIENCE

**Wells Fargo** San Antonio, TX

*Banker* August 2016 – July 2017

* Improved customers’ financial health providing them with the products and applications that best fit their situation.
* Solved customer problems by providing the knowledge and the ability of how to utilize the company’s resources, resulting in a 5% increase in existing customer satisfaction level.
* Conducted team meetings to establish bonds between coworkers and collect insights on different perspectives of how to better serve the company and our customers.

**Bisk Education** Tampa, FL

*Associate Research Analyst* November 2015 – March 2016

* Created a forecasting model utilized for more accurate prediction of enrollment numbers.
* Authored market research reports determining the profitability of implementing new degree types.
* Built a model for analysis of university data simplifying the segmentation process of competition.

**Pepin Academies** Tampa, FL

*Web & Mobile Portal Evaluator -- Student Consultant* January 2015 - May 2015

* Led implementation of an interactive blog, teaching gamification methods, and a cloud based management system resulting in increased engagement among parents, students, and teachers.
* Researched opportunities for applying newest technology solutions available to special education institutions.
* Completed an in-depth analysis of web platforms and mobile apps of peer group and applied results to inform management of optimization changes leading to more traffic on online portals.

**Silver Spring Foods, Inc.** Tampa, FL

*Location Analyzer -- Student Consultant* January 2014 - May 2014

* Led expansion efforts into Canada and initiated similar efforts in Singapore and Brazil by analyzing each country’s demographic data, infrastructure, economy, and openness to international commerce.
* Developed mathematically weighted system for any future assessment of country’s suitability for business expansion.

**Study Hall Research** Orlando, FL

*Marketing Researcher* November 2013

* Surpassed goal of surveys to be both administered and analyzed evaluating the gaming experience provided by SeaWorld Orlando in an effort to enhance and improve future customer experience.
* Influenced SeaWorld Orlando to implement changes in pricing, prizes rewarded, and types of attractions in their gaming centers by presenting the company with data analysis in the form of frequency, correlation, and T-test tables.

References provided upon request.