

Brandon Hirsh

Brooklyn, NY • resume@brandonhirsh.com

EDUCATION

Emory University, Goizueta Business School

Bachelor of Business Administration

Atlanta, GA

2016 – 2020

Concentrations: Finance, Strategy & Management Consulting | **GPA:** 3.7/4.0

Recognized as one of the top 100 Emory emerging leaders; recipient of the Goizueta Meritorious Service Award

WORK EXPERIENCE

American Express, U.S. Consumer Partnerships & Business Development

Acting Finance Director

New York, NY

Mar. 2023 – Present

American Express, U.S. Consumer Premium Products & Benefits

Finance Manager

New York, NY

Apr. 2022 – Mar. 2023

- Spearheaded the Consumer-wide autopsy of the 2021 Platinum refresh (\$550 to \$695/yr card fee) – including a dissection of rate versus volume impacts on both existing and new cardmembers – and created a standardized framework by which future product changes would be assessed across the company
- Managed the strategic planning and forecasting for AXP's treatment of active-duty military cardmembers covered under the Military Lending Act & Servicemembers Civil Relief Act, including an evaluation of the financial impact of removing APR/Fee caps from cardmembers no longer in scope of the relevant U.S. laws
- Partnered with Product, Marketing, and Controllershship to support regular forecasting and management of the Walmart+ Monthly Subscription benefit offered to Platinum cardmembers
- Led a first-year analyst to complete monthly risk & opportunity forecasts for U.S. Consumer's Cost of Cardmember Services P&L line

American Express, Global Consumer P&L Management

Senior Financial Analyst

Financial Analyst

New York, NY

Mar. 2021 – Apr. 2022

Aug. 2020 – Mar. 2021

- Created various strategic analyses for quarterly Executive Committee financial reviews, including deep-dives on international card fee growth, holiday spend tracking, and linking the value of incremental investment dollars with expected revenue growth
- Communicated the long-term financial plan for the business to the CFO of the Global Consumer Services Group (GCSG), translating the underlying business strategy into forecasted P&L outcomes
- Enabled more efficient analysis of monthly business results by creating and socializing a streamlined reporting package across the Consumer Finance organization

Other Internship Experience

American Express, *Decision Support Finance for U.S. Consumer Delta Co-Brand*

Steward Partners Global Advisory, *Finance Intern to the CFO at a Financial Services firm*

Dayglo Ventures, *Partnerships Development Intern at an Entertainment organization*

New York, NY

Jun. 2019 – Aug. 2019

Jun. 2018 – Nov. 2019

Jun. 2017 – Aug. 2017

LEADERSHIP & COMMUNITY INVOLVEMENT

Emory Impact Investing Group, Chief Executive Officer

Sep. 2016 – Dec. 2019

- Led a group of 60 undergraduate students to provide micro-loans and consulting services to Atlanta-based entrepreneurs who lack access to traditional capital sources
- Presented to 150+ institutional investment managers and executives on impact investing at the university-level
- Raised \$100k+ by establishing relationships with Atlanta-area startup founders and school alumni

OTHER SKILLS

Software: Oracle TM1, SQL, Python, Power Query, VBA, Excel, Web Design (HTML & CSS), Java, Advanced MS Office

Languages: Spanish & German (Beginner)