

BRANDON TALEISNIK

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EDUCATION	UNIVERSITY OF MICHIGAN Stephen M. Ross School of Business Bachelor of Business Administration, May 2017 <ul style="list-style-type: none">• Emphasis in Entrepreneurship• Accepted via Preferred Admission program, 6% acceptance rate• Cumulative GPA 3.55/4.00 College of Literature, Science, and the Arts <ul style="list-style-type: none">• Minor in Computer Science• Cumulative GPA 3.71/ 4.00	Ann Arbor, MI
EXPERIENCE Summer 2015	DELTA AIR LINES, INC. Project Manager <ul style="list-style-type: none">• Developed plan to build an entrepreneurial environment at Delta, and presented findings to chief executive team in efforts to strengthen talent pipeline• Implemented strategy which included opening of 7200 sq ft Innovation Lab to create sandboxed environment, and hackathon sponsorship plan to connect with top talent• Coded hackathon portal website to modernize contact info collection process, promote internships, and list travel API's and prizes (http://dlhack.herokuapp.com)	Atlanta, GA
2014-Present	KLINK TECHNOLOGIES Director of Marketing (Midwest) <ul style="list-style-type: none">• Generated and executed marketing strategy through social media and partnerships that earned \$50,000 in revenue in first two months of operation• Facilitated communication between business partners, customers, elected campus officials, and media to maintain reputable and reliable brand that does not condone underage alcohol consumption or abuse	Ft Lauderdale, FL
2014-Present	ACTIVEAT Co-Founder <ul style="list-style-type: none">• Founded subscription-based service that helps customers meet fitness goals by delivering customized pre-proportioned meal plan ingredients to customers' gym• Worked closely with suppliers, food bloggers, designers and gym trainers to create minimum viable product to test on early adopters and validate key assumptions• Developed cost and revenue models which conservatively estimate an initial 35% profit margin, with forecasts of increased future margins due to economies of scale	Ann Arbor, MI
Summer 2014	IXPERIENCE CODING ACADEMY Student <ul style="list-style-type: none">• Created social lending app which incentivizes users to be financially responsible by borrowing and lending from an established network of friends while helping individuals build a credit record at lower interest rates than through other means• Participated in 8-week web development course to learn HTML, CSS, Ruby on Rails, and Git with objective of exposing students to opportunities for technology in Africa• Identified antiquated communication methods between employees at Liquid Thought, a local strategy consulting agency, and built an office management tool to improve internal productivity	Cape Town, South Africa
2014-Present	MHACKS Sponsorship <ul style="list-style-type: none">• Raised over \$300,000 in sponsorship funding by pitching to 50+ companies ranging from Fortune 100 firms to small startups• Utilized tools such as LinkedIn, Rapportive, Boomerang, and RelateIQ to contact dozens of companies per week to negotiate an attractive sponsorship offer	Ann Arbor, MI
ADDITIONAL	<ul style="list-style-type: none">• Taught Bhangra class in Africa (a traditional dance style originating in Punjab, India)• Swam with great white sharks, bungee jumped, and rode an ostrich all in two weeks• Recipient of Tim H. Brown Scholarship for Entrepreneurship	