

Brayden Cherry

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EDUCATION

Brigham Young University – Marriott School of Business

Bachelor of Science in Strategic Management, Minor in Economics

Provo, UT

Apr 2027

- GPA: 3.97/4.00, ACT: 34/36; Dean's List (Top 5%) in Fall 2023, Winter 2024, Winter 2025, Spring 2025
- 3x BYU Academic Tuition Scholarship, 2x BYU Economics Scholarship, 1x Career & Leadership Academy Scholarship
- Participant, Bain Case Competition (2024); Member of Business Strategy Society & Management Consulting Association

EXPERIENCE

ShadowRock (Boutique Consulting Firm)

Remote

Data Analytics Consultant

Jan 2025 – Present

- Integrated dashboards into Salesforce, equipped sales team with marketing insights for 25% more successful pitches
- Consolidated data from six platforms (including Salesforce, HubSpot, and others) in Google BigQuery, using SQL, enabling a single source of truth that improved customer insights, sped decision-making, and cut information search time by 40%
- Reduced overdue receivables by 25% through designing dashboards to track collections, improving cash flow and client follow-up

Rags To Robes – BYU Ballard Center (Poverty Initiative)

Provo, UT

Partner Liaison & Product Intern

Apr 2025 – Jul 2025

- Developed website and chatbot enabling leaders to connect hundreds of individuals in poverty with actionable support pathways
- Managed 4-person group in designing said platform to connect underserved Utah County communities with faith-based resources
- Mapped 30+ local organizations to expose service gaps and shape a strategy for long-term scalability

Storage Scholars (Student Summer Storage Company)

Tucson, AZ

Operations Manager

Mar 2024 – Aug 2024

- Drove \$20K+ in revenue by managing logistics, scheduling, transportation, and customer service for storage operations
- Hired and led a team of 6 workers to ensure full coverage and on-time completion of 50+ storage operations
- Improved operations efficiency by 30% through optimized schedules for 30+ customers during peak semester transitions

ASARCO (Coal Mining Company)

Tucson, AZ

HR Data Analytics and Strategy Intern

Jun 2024 – Feb 2025

- Reduced performance gaps and turnover by 25% through building retention and workforce dashboards in Tableau and Power BI
- Automated recurring reports, savings of 20+ hours/month in processing time and improving report accuracy and consistency
- Upskilled 30+ managers and associates on Microsoft Power Platform and Excel, improving HR's data self-sufficiency

AZ Staging and Design (Home Staging Company)

Tucson, AZ

Business Strategy Consultant / Operations Associate

May 2023 – Aug 2024

- Established accurate financial visibility by organizing QuickBooks, categorizing transactions, and running 10+ meetings with owner
- Reduced operational costs by 20% and improved cash flow by streamlining payroll and eliminating non-productive labor hours
- Increased daily moving capacity by reorganizing warehouse layout to improve inventory access

BYU Intramural Office

Provo, UT

Football and Volleyball Official

Sep 2023 – Apr 2024

- Presented officiating improvements to leadership and led rule training, cutting penalty complaints by 30% across football crews
- Earned "Best New Referee" award and was selected as head referee for multiple playoff and championship matches
- Trained and mentored 4 new football referees, 3 of whom were later selected to lead playoff games due to strong performance

Leadership & Service

Cienega High School

Vail, AZ

Quarterback, Captain

Sep 2019 – Nov 2022

- Captained 100-player varsity team, led offseason training and film sessions, made strong decision under high-pressure conditions
- Cultivated team-first culture, improving cohesion between players and coaches with consistent communication and accountability
- Passed for 2,120 yards and 21 TDs (60% completion), 4 rushing TDs, 1 receiving TD; led team to state quarterfinals (2021)

Mica Mountain High School

Tucson, AZ

Volunteer Volleyball Coach

Jan 2025 – May 2025

- Assistant coach for varsity high school program, focused on skill development, game strategy, and consistent communication
- Supported head coach with practice-planning and in-game adjustments, helping players improve consistency and confidence
- Modeled accountability and sportsmanship, reinforcing a team-first culture and strong work ethic among youth

Skills & Interests

- **Technical:** Excel, Power BI, Tableau, SQL, Python, MS Power Platform, Salesforce, QuickBooks, BigQuery, HTML, CSS
- **Interests:** Arizona volleyball state champion (2022), avid snowboarder, options trader, home cook, and web app designer
- **BYU Intramurals:** Football (3x), Ultimate Frisbee (3x), Volleyball (2x), Softball (2x), Soccer (1x), Dodgeball (1x)