**Steven Brooks**



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**Work Experience**



**Head of Business Development**

November 2011 to December 2012

**Skorb.com** – New York, New York

* Skorb.com is a community that offers students and their families access to major retailers at exclusively discounted prices.
* Moved start-up from concept to reality by creating business plan, forming team, and leading team to fully tangible product.
* Set goal to have 50 retail partners before the launch of the website. Doubled the pre launch goal by building business relationships with over 100 retailers including Target, Gilt.com, Expedia, and Nike.
* Reduced cost of customer acquisition from $6 to $3 based off split testing and analytical feedback.
* Created content changes based upon analytics which improved metrics such as conversion rate and time on site.
* Gained over 10,000+ Facebook fans and 21,000 Twitter followers

**Day Trader**

January 2013 to June 2013

* Traded futures contracts including the Russell 2000, Crude Oil, Gold, Silver, Natural Gas, and the S&P for personal account.

**Centerfielder**

May 2011 to January 2012

**Kansas City Royals** – Kansas City, Missouri

* Lead Burlington Royals in On Base Percentage (.382) as well as Batting Average (.288).

**Collegiate Activities**



**WFU Varsity Baseball Team,** *Member (2007-2011) and Captain (2010-2011)*

* As captain, served as daily liaison between the coaching staff and the 35 members of the team.
* Demonstrated time management skills by spending an average of 40 hours per week in games, practice, and travel while fulfilling all academic obligations.
* Improved batting average by creating personalize batting analytics. Located performance against certain pitches and eliminated swinging at those pitches based off the analytics which subsequently raised batting average from .313 to .348 year over year.

**Student Athlete Advisory Board**, Baseball Representative: 2009-2011

* Created strategies to drive more awareness of Wake Forest Sports in the community and the baseball program which lead to a 50% increase in baseball attendance for the 2011 season.
* Wrote a monthly student athlete newsletter to various donors and alumni about athletic and academic achievements.

**Education**



**The Flatiron School**

June 2013 to Current

**Wake Forest University** 2011

Bachelor of Arts - Communications

* Financed portion of educate though athletic scholarship
* Received Academic All ACC Honors in 2010 and 2011