

Brandon Leon

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CAREER OBJECTIVE

Detail-oriented recent college graduate with a Bachelor of Arts (B.A.) in Sociology (3.45 GPA), with 6 months of work experience. Aiming to leverage academic experience and a proven knowledge of entrepreneurial leadership, relationship management, and team building to successfully fill the Entry Level Sales and Marketing role at your company. Frequently praised as efficient by my peers, I can be relied upon to help your company achieve its goals.

EDUCATION

UNIVERSITY OF CALIFORNIA-IRVINE

Irvine, CA

B.A. Sociology (Jun 2019)

- **GPA:** 3.45
- **Relevant Coursework:** Honors Research Thesis (Soc), Fundamentals of Digital Marketing, Business Decisions, Business Organizations
- **Awards & Honors:** Graduated with Honors in Sociology
- **Extracurricular Activities:** Second Harvest Food Bank volunteer work, Blind Kids Learning Center volunteer work, Coach of a middle-school flag football team, Baseball Team for seventeen years

PROFESSIONAL EXPERIENCE

ORANGE ROCK LLC, Reston, VA

Marketing Intern, Jun 2019 - Present

- Seek and provide information to help Orock determine their position in the marketplace.
- Gather data on competitors and analyze their prices, sales, and method of marketing and distribution.
- Collect and analyze data on customer demographics, preferences, needs, and buying habits to identify potential markets and factors affecting product demand.
- Monitor industry statistics and follow trends in trade literature.
- Devise and evaluate methods and procedures for collecting data, such as surveys, opinion polls, or questionnaires, or arrange to obtain existing data.
- Prepare reports of findings, illustrating data graphically and translating complex findings into written text.

ADDITIONAL SKILLS

- Effective Communicator
- Strong technical background
- Python Programming - Basic Level
- Firm grasp on Microsoft Word, Excel, and other business applications
- Leadership skills when working with a team
- Great customer service Skills
- Excellent problem solver while remaining objective to the process

CREDENTIALS AND LICENSES

- Certificate in Business, Economy & Organizations (UCI)
- Certificate in Business Administration (UCI Careers for Continuing education)