

Brett J. Leftwich

community.mis.temple.edu/bleftwich

2070 Acorn Pl | Huntingdon Valley | PA | 19006 267.987.9759 | tud09555@temple.edu

EDUCATION: TEMPLE UNIVERSITY, Fox School of Business, Philadelphia, PA
Bachelor of Business Administration, Graduation: May 2015
MAJOR: Management Information Systems | GPA: 3.32, Major GPA: 3.5
Dean's List: Fall 2011, Fall 2013 | Study Abroad: Temple University Japan, Fall 2013

SELECTED COURSES:

Program Design & Abstraction, Data Analytics, Digital Design & Innovation,
Enterprise IT Architecture, Data Centric App Development, Change Leadership

ACTIVITIES AND AWARDS:

- Member, Alpha Epsilon Pi Fraternity, Inc., Spring 2012 – present
- Member, Association for Information Systems, Fall 2012 – present
- Representative, Temple Student Government, Alpha Epsilon Pi, Spring 2013
- Inaugural Invitee, Michael A. Leven Leadership Institute Toronto, August 2014
- Israel Chair, Alpha Epsilon Pi Fraternity, Inc., Spring 2015

INFORMATION SYSTEMS PROJECTS:

- Participated in the 2014 Fox Design Challenge: conducted field research on trash and litter in the city of Philadelphia and presented findings at the Kimmel Center
- Produced a case study on Big Data in the Music Industry, accessible on e-portfolio

INFORMATION TECHNOLOGY SKILLS:

Database Management: SQL, Oracle CRM

Prototyping/Programming: Justinmind, Java

Web Development: HTML, PHP, WordPress

Project Management: Microsoft Project

EXPERIENCE: GAMATRONIC ELECTRONIC INDUSTRIES, Jerusalem, Israel Summer 2014
North American Technical Sales Associate

- Assisted in sales for the North American sector of the Israeli Uninterruptable Power Supply (UPS) manufacturer, averaging 50 calls per day to clients in the healthcare, education, telecommunications, and data center industries
- Engaged in business development (USA and Canada) using Oracle CRM software
- Wrote case studies and newsletters for successful UPS installations

ALUSTRUM, Doylestown, PA

June 2008 – December 2012

Brand Manager

- Managed the brand and digital marketing of the Philadelphia-based heavy metal band that I founded, signed to Toil Records, Inc.
- Created advertising campaigns on social media outlets, including Facebook, MySpace, ReverbNation, Twitter, Soundcloud, Bandpage, YouTube, etc.
- Arranged distribution networks for debut album and music video with outlets such as iTunes, Amazon, CDBaby, Spotify, FYE, Hot Topic, Best Buy, and Krank TV
- Initiated an e-commerce platform for brand merchandise, averaging \$120/month

SKILLS & LANGUAGES:

- Languages: Japanese (Basic), Hebrew (Basic)
- Microsoft Office (Word, PowerPoint, Excel), Adobe Photoshop, Google Analytics