

# Brian D. Smith

## LINKEDIN

[www.linkedin.com/in/bds121](http://www.linkedin.com/in/bds121)

## E-MAIL

[briandsmith121@gmail.com](mailto:briandsmith121@gmail.com)

## TELEPHONE

484-678-8436

## Objective

Soon-to-be college graduate with a BBA in Entrepreneurship & Innovation Management and four months of international internship experience. Seeking to leverage strong communication skills, client-focused approach, and entrepreneurial spirit to help a company grow its business in a sales position.

## Education

TEMPLE UNIVERSITY | Fox School of Business | Philadelphia, PA

Bachelor of Business Administration, Major: Entrepreneurship & Innovation Management

GPA: 3.60 | Major GPA: 3.83 | Business Honors Program | Graduation: May 2015

## Experience

### IMAGGA TECHNOLOGIES – Sales & Marketing Intern

Summer 2014

Sofia, Bulgaria

Developed a comprehensive B2B sales outreach program, generating leads and contacting 115 prospects across 3 vertical markets, including photo sharing platforms and online advertising agencies.

Produced 10 cold contact email templates, which communicated the value proposition for implementing Imagga's technology, and ultimately generated a 10% response rate.

Conducted sales calls via Skype with potential customers, using consultative selling techniques to uncover clients' individual needs and offering solutions based on their needs.

### CORDON BLUE BEATS – Founder

2013 - Present

Philadelphia, PA

Created an online marketplace (<http://www.cordonbluebeats.com>) for musicians to purchase instrumental music, which has accumulated 15,000+ unique page views and 60,500+ song plays since March 2013.

Produced more than 40 original instrumental songs, which are licensed to musicians in 1 of 3 different licensing options.

Implemented a marketing plan to boost web traffic, which required managing social media presence on Twitter, in addition to running "Buy 1, Get 1 Free" sales, seasonal promotions, and targeted online advertising campaigns.

**HEY COLE PRESENTS – Intern****Summer 2012**

Richboro, PA

Evaluated the efficiency of the company's contact management system and designed an improved CRM system, populated with 4,000+ contacts, equipped with location and mapping capabilities, and stored in the cloud on Salesforce, all within a limited budget.

Supervised and trained three interns who were assigned to assist with the CRM project.

**LIBERTY PROPERTY TRUST – Computer Support, IT Dept.****Summer 2008, 2009**

Malvern, PA

Provided customer service, by directing national and international employees to the appropriate IT specialist based on the nature of their technical problem, for a real estate investment trust company with over 700 properties worldwide.

Assisted in the creation of an IT inventory tracking system, wiped all stored data on 50+ company computers and prepared them for redistribution.

Performed basic computer troubleshooting.

**Awards & Activities**

- » Dean's List, Temple University, 2012-2014
- » Dean's List, University of South Carolina, 2011-2012
- » President's Honor Roll, University of South Carolina, 2011-2012
- » Capstone Scholars Program, University of South Carolina, 2011-2012
- » McKissick's Scholars Award, University of South Carolina, 2011
- » Alpha Lambda Delta National Honors Society, 2011

**Technical Skills**

- » WordPress
- » Salesforce
- » Microsoft Office
- » Google Analytics
- » Google Docs