

Brian D. Smith

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EDUCATION: TEMPLE UNIVERSITY, Fox School of Business, Philadelphia, PA
Bachelor of Business Administration, Graduation: May 2015
Major: Entrepreneurship, Minor: Marketing
GPA: 3.59 | Major GPA: 4.00 | Business Honors Program | University Honors Program
Dean's List, Fall 2012, Spring 2013, Spring 2014

AWARDS: Member, Alpha Lambda Delta National Honors Society, 2011-Present
Recipient, President's Honor Roll, University of South Carolina, 2011-2012
Recipient, Dean's List, University of South Carolina, Fall 2011, Spring 2012
Member, Capstone Scholars Program, University of South Carolina, 2011-2012
Recipient, McKissick's Scholars Award, University of South Carolina, 2011
Champion, Distributive Education Clubs of America Pennsylvania District 1
Competition, 2010

EXPERIENCE: IMAGGA TECHNOLOGIES, Sofia, Bulgaria May 2014 – August 2014
Sales/Marketing Intern

- Developed a comprehensive B2B sales outreach program, contacting 115 potential customers across 3 vertical markets, including photo sharing companies and online advertising agencies.
- Collected data on 140+ prospective customers, including key contacts, social media channels, and value proposition for implementing Imagga's technology.
- Produced 10 cold contact email templates, which were used in sales outreach campaign, generating a response rate of 9%.

CORDON BLUE BEATS, Philadelphia, PA March 2013 - Present
Owner

- Created an online marketplace (<http://www.cordonbluebeats.com>) for musicians across the world to purchase instrumental music, which has accumulated 11,000+ unique page views and 53,500+ song plays since March 2013.
- Implemented a marketing plan to boost web traffic, which required managing social media accounts on platforms like Twitter and Tumblr, in addition to running "Buy 1, Get 1 Free" sales and targeted online advertising campaigns.
- Produced more than 40 instrumental songs from scratch, varying across 3 genres, which are sold to musicians in 1 of 3 different licensing options.

SKILLS:

- Google Analytics
- Google Docs
- Microsoft Word, Excel
- Salesforce
- WordPress

E-Portfolio Link - <http://community.mis.temple.edu/briansmith/>