

## 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: 3.58 | 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:** 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 6,000+ unique page views and 47,500+ song plays since March 2013.
- Implemented a comprehensive 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 30 instrumental songs from scratch, varying across 3 genres, which are sold to musicians in 1 of 3 different licensing options.

HEY COLE PRESENTS, Richboro, PA May 2012 - August 2012  
**Intern**

- Developed a social media plan on various networks including Twitter, Facebook, and Tumblr, and assisted in booking shows and licensing music, for an entertainment management and booking company with an active roster of 29 bands.
- Evaluated the efficiency of the company's contact management system and designed an improved database, with 4,000+ contacts, including all relevant colleges and universities, equipped with location and mapping capabilities, stored in the cloud on Salesforce.
- Supervised and trained three interns who were assigned to assist with the contact management project.

**SKILLS:**

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

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