

Brandon Q. Dinh

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EDUCATION

TEMPLE UNIVERSITY – Fox School of Business, Philadelphia, PA

Bachelor of Business Administration

Graduation: May 2026

Major: Management Information Systems & Marketing | **GPA:** 3.84/4.00

Dean's List: Fall 2022 | Fox Honors Program | University Honors Program

ACTIVITIES

Student Member, Temple Association of Information Systems (AIS)

August 2022 – Present

General Body Member, American Marketing Association (AMA)

January 2023 – Present

Student Member, Alpha Phi Omega

March 2023 – Present

EXPERIENCE

TARGET, North Wales, PA

November 2022 – Present

Guest Advocate

- Communicate and engage with customers to build an inclusive guest experience.
- Assists guests with Point of Sales transactions at check-out lanes.
- Delivers fast and seamless services to Order Pick-up and Drive-Up guests.

GLOBAL PHILADELPHIA ASSOCIATION, Philadelphia, PA

May 2023 – August 2023

Marketing and Business Development Intern

- Increased overall social media engagement by 12% over a 3-month period and assisted in the development, implementation, and strategizing of content for online platforms.
- Researched, compiled, and processed sponsorship data using Excel in order to support public relations and marketing initiatives.
- Generated a year-to-date analytics report and assisted with the organization's campaigns using inbound marketing techniques including video creation, editing, and article writing.

CHERRY CONSULTING, Philadelphia, PA

February 2023 – May 2023

Student Consultant

- Collaborated and worked with a team of student consultants to conduct and perform market research.
- Strategized various marketing tactics to rebrand Uncle Bobbie's Coffee and Books.
- Deliberated ideas to enhance the digital appearance of the clients' online representation.

COMCAST SPECTACOR, Philadelphia, PA

October 2022 – March 2023

Flyers Marketing Promotions Assistant

- Executed marketing initiatives, including the communication of promotions during Flyer's home games.
- Coordinated with the Marketing Team to maintain concourse activations and assist with game day activity.
- Monitored crowds and inventory during home games.

The TJX COMPANIES, INC, North Wales, PA

August 2020 – August 2021

Merchandise Associate

- Processed merchandise for the sales floor while following company procedures and standards.
- Engaged with customers, providing information and fulfilling in-store needs.
- Operated Point of Sales cash registers for transactions and expedited customer check-out.

SKILLS

Languages: Native Proficiency in Vietnamese

Technology: Microsoft Office, G-Suite, Hootsuite, Data Entry, Social Media Platform Skills, Final Cut Pro (Video Editing)