

Brandon Borick

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Portfolio: www.brandonborick.com

EDUCATION

University of Texas at Dallas, Naveen Jindal School of Management

Richardson, TX

Master of Science in Marketing – Advertising and Branding

Present – May 2022

- Cumulative GPA: 4.00/4.00

University of Texas at Dallas, Naveen Jindal School of Management

Richardson, TX

Bachelor of Science in Marketing | Minor in Theatre

Aug 2017 – May 2021

- Cumulative GPA: 3.98/4.00
- Relevant Coursework: Advertising, Brand Management, Digital and Internet Marketing, Marketing Research
- Honors: Summa Cum Laude (Top 5%), Davidson Management Honors Program (DMHP), Professional Program in Marketing, Dean's List, Dean's Council: Most Valuable Member Award

PROFESSIONAL EXPERIENCE

The AT&T Performing Arts Center

Dallas, TX

Marketing Intern

May 2019 – Aug 2019

- Designed graphics for online promotional materials following a branding guide which included photo booth layouts that received 600+ uses and were posted on various social media platforms
- Coordinated 3 opening night experiences for the cast, crew, and audience — utilizing project management skills — one of which received special recognition from the cast of *The Play that Goes Wrong*
- Researched the Dallas area for vendors who could partner up with company marketing efforts
- Composed 2 blog articles with information about upcoming tours to increase inbound marketing presence

LEADERSHIP

The University of Texas at Dallas Residential Life

Richardson, TX

Peer Advisor (a.k.a. Residential Assistant)

Jan 2019 – Present

- Headed various staff initiatives including scheduling, bonding activities, and volunteering for extra tasks
- Collaborated alongside 17 other Peer Advisors and 2 Coordinators to develop and market events
- Executed administrative tasks and provided customer service at the front desk to students and visitors
- Organized and transformed resident data into weekly reports for management to review

Jindal School of Management Dean's Council

Richardson, TX

Co-Curricular Committee Chair, Resources Committee Member

Jan 2019 – Jan 2020

- Chaired committee of 6 which provided extracurricular programming to enhance education outside regular curriculum
- Produced classes to develop knowledge of taxes/government forms, cultural norms, and personal finance
- Re-branded a school sponsored app to provide a cleaner interface for a better student experience (MyJSOM)

ACADEMIC PROJECTS

Playbill Digital Marketing Report - *Interactive and Digital Marketing*

- Analyzed inbound links to improve SEO rating and increase domain authority and page authority
- Produced keywords for organic search (broad, phrase, exact, negative)
- Generated mock search, display, and video ads while utilizing ad extensions
- Discovered ways to improve UX on website

Nintendo Brand Audit – *Brand Management*

- Produced slides to show Nintendo's brand architecture, brand-product matrix, history, and brand personality
- Calculated market share by comparing company and competitor profits

Polyphony: The Musical - *Passion Project*

- Developed the book and lyrics to an original musical based on pertinent events occurring in society today
- Collaborated with a diverse group of artists to portray an accurate representation in the entertainment industry

TECHNICAL SKILLS AND CERTIFICATIONS

Software: Adobe Analytics, Microsoft Office, Canva, Procreate, Adobe Photoshop/Illustrator/Premiere Pro, G Suite

Social Media: YouTube, Instagram, TikTok, Twitter, Facebook, Snapchat, LinkedIn

Certifications: Graphic Design Specialization (CalArts/Coursera); Content Marketing (HubSpot); Google Ads Search (Google); Google Ads Measurement (Google); Inbound Marketing (Hubspot)

EXTRACURRICULARS

Organizations: Dean's Council, UTD Theatre, Comet Marketing, Entertainment and Media Business Organization

Volunteering: North Texas Food Bank, Dallas Arboretum, Groundwork Dallas, Hope Supply Co.

Interests: Musical Theatre, Videogames, Exploring Music, Philosophical Debates

Additional Languages: Russian (Conversational)