

Braden Martin

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Education

Biola University, La Mirada, CA— Fall 2019

Bachelor of Arts in Public Relations — Agency and Corporate Emphasis

Professional Experience

Sidecar Doughnuts and Coffee

Costa Mesa, CA

Shift Manager

June 2020 to Present

- Overseeing the daily operation of the brand's highest volume location resulting in the best guest experience, consistent revenue growth, and problem solving to increase guest satisfaction.

Stance, Inc

San Clemente, CA

Retail Marketing and Growth Intern

September 2019 to December 2019

- Project management for marketing activations, merchandising, and retail fixture analysis.
- Analyzing retail traffic data and consumer insights to inform future storefront window and fixture builds to drive an estimated \$2M lift in additional annual revenue.
- Assisting in projects related to overall business objectives and go to market strategies with key marketed styles.
- Creating deliverables for a giveaway including “on-brand” form buildout, assisting legal, and a consumer insight survey resulting in increased understanding of retail consumers.

Biola University

La Mirada, CA

Vice President | Student Alumni Association

August 2018 to May 2019

- Detailed planning for meetings and events, aligning with cross-functional campus departments to deliver success on all levels.
- Using effective visual and written communication with multiple social media platforms to promote, inform, and engage with the SAA audience.
- Vendor and speaker coordination to strengthen the relationship with university alumni.

Enterprise Fleet Management

La Mirada, CA

Sales and Marketing Intern

November 2017 to May 2019

- Strong oral and written communication for weekly marketing strategies and creative tactics resulting in 67 new members, on par with the program's growth trend.

Skills

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| • Messaging | • Diverse Writing Ability | • Adobe Illustrator |
| • Data Analysis | • Creative Problem Solving | • Coachable |
| • Microsoft Excel | • Media Swiss Army Knife | • Adaptable |