

Curriculum Vitae

Brandon Carroll
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Date of Birth: May 17, 1988

Place of Birth: Gaithersburg, Maryland

Education:

August 2006 – Present:

Virginia Polytechnic Institute and State University
B.S., Agricultural and Applied Economics (Financial Planning Option)
Minors: General Business and Leadership, expected graduation date: Jan. 2011
Overall GPA: 3.04

Computer Skills

- Microsoft Office (Word, PowerPoint, Excel, Access)
- Basic Graphic Design (Photoshop, Illustrator, Fireworks)
- Basic HTML, enough to build a basic website
- Pro Tracker Financial CRM Software
- Limited knowledge of Quickbooks
- Managing a wiki, or other forms of internal communications

Work Experience:

- Southern Investment Strategies, Financial Services Intern (May 2010-Present)
 - Develop a website using a WordPress template through customizing the HTML and CSS code
 - Plan and coordinate two client appreciation events
 - Work with customer relationship management (CRM) software to streamline the client and prospect data
 - Prepared my boss for client and wholesaler meetings

- Tatango User Advisory Board (December 2009 – Present)
 - A group text messaging company, funded by venture capital
 - The only student who provides direction on how college students can use their service

- Arlington County Government, Marketing Consultant (May 2008- August 2008)
 - Developed and executed a marketing plan using social media and guerilla marketing tactics to increase exposure to public transportation to the 18-34 age demographic
 - Tripled unique visitors to the website over the course of three months
 - “The Weekend and Beyond” (January 16, 2009) of *The Washington Post* deemed us “innovative” for our approach to solving transportation issues
 - Signed on over 120 retailers to help Arlington County promote a car-free lifestyle
 - Co-authored a white paper on social media’s ability to provide real-time transportation information for travelers

- Co-Founder, Actively Caring for People (December 2008 – Present)
 - Coordinate caring programs designed to combat bullying in elementary schools
 - Distribute wristbands to those who exemplify a genuine interest in the welfare of others
 - Act as a catalyst for the grassroots movement aimed at increasing acts of kindness worldwide
 - Given out over 10,000 wristbands to promote pro-social behavior in public schools, colleges, companies, and communities

- Marketing Consultant, Daylert, Inc. (October 2008 - May 2009)
 - Web-based educational tool designed to connect all areas of a student’s life
 - Creatively thought out marketing strategies to reach out to students in the most cost-effective manner
 - Created a marketing plan that increased unique visitors by 300% in just three months
 - Managed a guerilla marketing team of fourteen students

- Federal Intern with Health and Human Services (IHS) (June 2007- January 2008)
 - Assisted with the production of *The Gold Book*, which is a detailed history of the Indian Health Service
 - Converted photographic negatives into high quality photographs using NikonScan and Adobe Photoshop CS2

- Sales Representative, Vector Marketing (December 2006 – June 2007)
 - Sold over \$7,000 worth of cutlery by soliciting appointments and making product presentations
 - Named to the President's Club, which is a prestigious award only offered to top sales associates
 - Attended professional meetings and conferences

Extracurricular Activities

- Student Government Association (April 2007- Present)
 - President of the Student Government Association (April 2009-Present)
 - Elected by the student body to represent all 24,000 undergraduate students in the Virginia Tech governance process
 - Responsible for leading the Torgersen 24/7 study facility initiative, which gives students the opportunity to study after hours
 - Coordinated and led a fundraising effort for Haiti relief. Raised over \$50,000
 - Organized a counter-protest against the Westboro Baptist Church that portrayed love rather than their hate speech. Interviewed by *The O'Reilly Factor* after the success of the protest.
 - Responsible for leading the initiative for real-time GPS on buses, which will ensure that the Blacksburg Transit is reliable and a viable option for students
 - Began to lay the foundation for the creation of a University Wide wiki, called Hokiepedia
 - Developed the first SGA strategic plan to complement the existing Virginia Tech strategic plan
 - Presided over a forty-two person executive board and three executive directors, and over 200 other members.
 - Oversaw a budget of approximately \$600,000
 - Lobbied on the local, state, and federal level on behalf of the undergraduate student body
 - Assistant Director of Hokies on Fire (April 2008 – April 2009)
 - Responsible for the creation of the Blackout t-shirt for Virginia Tech Basketball, which sold over 7,000 shirts
 - Led a committee of 15 students
 - Developed creative marketing strategies
 - Implemented new spirit activates for basketball games
 - Earned Executive Director of the Month honors
 - Director of Marketing (April 2007 – April 2008)
 - Responsible for the creation of the Marketing Committee (MAC)
 - Responsible for crafting messages on behalf of SGA to the general public
 - Led and empowered a team of 15 students
 - Earned Executive Director of the Year honors

- Commission on Student Affairs (Fall 2009- Spring 2010)
 - Represented the Student Government Association on the commission, which is designed to study, formulate, and recommend policies and procedures, which affect graduate and undergraduate student life and moral
 - Served on the subcommittee for membership
 - Served on the subcommittee to evaluate the school newspaper's anonymous commenting system
 - Sponsored legislation for the University to support changing Torgersen into an official 24/7 study facility

- Commission on University Support (Fall 2009- Spring 2010)
 - Represented the Student Government Association on the commission, which is designed to study, formulate, and recommend to University Council policies and procedures related to support of the three missions of the university
 - One of 13 voting members

- Commemorative Tributes Committee (Fall 2009- Spring 2010)
 - Represented the Student Government Association on this committee, which is charged with naming University property, such as buildings, portions of buildings, streets or other physical facilities, and to the erection and plan for donor recognition walls or hanging of plaques, portraits or other permanent memorials honoring individuals or organizations on the campus
 - One of 8 voting members

- April 16th Implementation Team (Fall 2009-Spring 2010)
 - Represented the Student Government Association on this committee
 - One of 12 members who were tasked with planning the Day of Remembrance

- State Council for Higher Education in Virginia (SCHEV) Student Advisory Council (Fall 2009 – Spring 2010)
 - Provided feedback to the state about decisions that directly impact Virginia public universities
 - Cultivated long-term relationship with schools in Virginia in order to best serve the Commonwealth

- Alternative Spring Break Trip, Ocean Springs, MS (Spring 2009)
 - One of 48 people selected through application process to help aid with relief efforts from Hurricane Katrina
 - Installed laminated flooring, framing, and laid tile
 - Worked for 7 days with a team of people to rebuild the gulf region

- Big Event (April 2007- Spring 2010)
 - Helped organize and participate in a community service project with thousands of student volunteers and hundreds of jobs for Blacksburg residents
 - In Spring 2009, persuaded the largest light-bulb manufacturer, TCP, to donate \$10,000 worth of compact-fluorescent light bulbs in order to give community members service that will be long-lasting

- Relay for Life (April 2007 – Spring 2010)
 - Raised over \$1,500 during 2009 in memory of my Grandma
 - Actively participated for 3 years

- Resident Advisor (August 2007-May 2008)
 - Initiated contact and stimulated conversations among 36 resident students on the hall and within the building
 - Managed a University residence hall floor of ethnically diverse undergraduate students
 - Confronted and resolved issues on diversity, alcohol abuse, academic performance and social acceptance

- Class of 2010 Leadership (March 2007 – Present)
 - Co-Chair of Publicity
 - Marketed events for the Class of 2010
 - Creatively reached 5,000 fellow classmates in effort to sign them up to attend Ring Dance and Ring Banquet, two of Virginia Tech's most storied traditions

- Delta Sigma Phi Fraternity (Fall 2007 – Present)
 - Member
 - Contributed to the brotherhood by providing leadership and guidance

- Virginia Tech Union - Concerts Committee (October 2006 – May 2007)
 - Member
 - Helped plan concerts
 - Earned the third top prize for the most volunteer hours

- Environmental Coalition (September 2006 – May 2007)
 - Member
 - Solely facilitated a speaker to talk about problems concerning the Chesapeake Bay's health
 - Advocated for the passing of the Virginia Tech Climate Action Commitment

Honors and Awards

- Central Virginia Financial Planning Association scholarship recipient, May 2010
- Dr. James W. Dean scholarship recipient, 2009-2010
 - Awarded through the Vice President of Student Affairs office
- Order of the Gaval Honorary Society, November 2009
- Executive Officer of the Month, Student Government Association, January 2009
- Virginia Tech “Of the Month” award for Community Service, 2008
 - National Residence Hall Honorary Distinction
- Executive Officer of the Year, Student Government Association, April 2008
- Virginia Tech’s Dean list, Spring 2007
- Executive Officer of the Month, Student Government Association, October 2007
- President’s Club, Vector Marketing, January 2007
- Comcast Scholarship award recipient, August 2006

Professional Publications and Presentations:

- **Carroll, B.J** (December 2007). The Diversity of Leadership. Presented at the 2nd annual *Rotary International Virginia High School Delegates Conference, Blacksburg, VA*
- **Carroll, B.J,** McCarty, S.M. (November 2008). What is Leadership? Presented at the 3rd annual *Rotary International Virginia High School Delegates Conference, Blacksburg, VA*
- **Carroll, B.J,** McCarty, S.M. (January 2009). The Twitter Travel Beta Test: Whitepaper written and published about using Twitter with regards to transportation to and from the Inauguration.
- **Carroll, B.J.,** McCarty, S.M., Zakutney, J. (February 2010). The Courage to Actively Caring. Presented at the *National Collegiate Leadership Conference, Tucson, Az.*

Professional Organization & Affiliations

- Financial Planning Association (FPA)
- American College Personnel Association (ACPA)