

Brandyn Shank

3020 Myer Blvd
McKeesport, PA 15132

412-592-1610
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Education

Penn State, Erie, the Behrend College
Bachelor of Science in Marketing

December 2015
GPA 3.47

Clubs and Organizations

Marketing Club- Vice President
International Business Club-Vice President
Delta Sigma Pi Professional Business Fraternity
Beta Gamma Sigma National Business Honors Society

Project Experience

BRASCOE Home proud LLC.

Irwin, PA

Student Marketing Representative

Summer 2011- Summer 2015

- Publicized the company at the Penn State Greater Allegheny housing fair
- Initiated relationships between prospective students and BRASCOE
- Assisted with the design of the company website

Barber National Institute Bowlathon

Erie, PA

Management Project

Spring 2014

- Collaborated in a team of 5 to raise funds for disabled children and adults
- Took initiative to lead the team's organizational structure

Barber Beast on the Bay

Erie, PA

Marketing Project

Spring 2015

- Researched how similar events were being promoted
- Suggested what they could do to develop their brand

Internship

Pittsburgh Catholic Hospice

Wexford, PA

Marketing Intern

Winter 2014- Summer 2015

- Promoted charity events for the organization
- Researched different venues to promote the organizations events
- Built relationships between the Catholic Hospice and other companies to obtain donations

Co-op

EMD Strategies

Erie, PA

Marketing Consultant

Fall 2014- Spring 2015

- Researched the way different customer relationship management tools were marketed
- Developed sales forecasts based on size and climate of the market
- Organized a pricing structure for EMD strategies to use for a break even analysis

