

# BRETT BARRIER

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160 Barber St, Athens, GA 30605

## Education

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### THE UNIVERSITY OF GEORGIA (UGA) – August 2014 – December 2018

- Bachelor of Business Administration in Marketing, *Terry College of Business*
- Bachelor of Arts in Sociology, *Franklin College of Arts and Science*
- Certificate in Personal and Organizational Leadership, *Terry College of Business*
- GPA: 3.71/4.00

## Skills

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### Technology:

Proficient in Salesforce, HubSpot, Excel, Google Analytics, Microsoft Office, Adobe Creative Suite

### 21<sup>st</sup> Century Skills:

Certified in Written and Oral Communication, Collaboration, Critical Thinking, and Leadership Skills

### Mentoring:

Experience in coaching a 21<sup>st</sup> Century Skills training program

## Work Experience

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### MARKETING CONSULTANT – Creature Comforts Brewery - Athens, GA - Nov 2016 – May 2017

- Collaborated with a team of Leadership Fellows to reach the \$100,000 goal for the Get Comfortable Non-Profit Fund
- Created and implemented new marketing strategies to reach a wider demographic of potential customers.
- Designed and managed Get Comfortable's Facebook and Instagram sites.

### DIVISION LEADER, PROGRAM DEVELOPER – Camp Champions - Marble Falls, TX - Summers 2014-2018

- Developed, launched, and managed a new marketing program. Increased camper retention 8% within three months.
- Utilized HubSpot interactive marketing software to manage customer leads and recruitment.
- Developed and directed an effective communication strategy between campers, parents, and personnel
- Managed 13 direct report counselors, oversaw five cabins of 60 adolescents, and held responsibility for all division operations during multiple consecutive summer terms.
- Designed and led programs focused on 21<sup>st</sup> century skills to facilitate youth and employee development
- Collaborated on a leadership team of 20 responsible for managing operations for 300 campers and 46 staff members.

## Leadership Experience

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### MENTOR, BASKETBALL COACH – Thomas Lay Mentor Program - Athens, GA - Dec 2014 – Present

- Coached a team of ten 3<sup>rd</sup> grade students, communicated with parents, scheduled practices and games. Focused on teaching teamwork, collaboration, and work ethic.
- Provide weekly academic tutoring and social skills mentoring for student with challenging family and school circumstances.

### LEADERSHIP FELLOW – Institute for Leadership Advancement – Terry College of Business - Sep 2016 – Aug 2017

- Participated in a highly selective one-year leadership program.
- Gained leadership expertise through academic coursework, high profile leadership speaker series, and internship.

### STANDARDS COMMITTEE CLASS REPRESENTATIVE – Kappa Kappa Gamma Sorority- Athens, GA - Aug 2014 – May 2018

- Served in peer elected position with judicial branch to reach fair consensus on challenging issues.
- Participated in philanthropy projects.

### PHILANTHROPY COMMITTEE MEMBER – Books for Keeps - Athens, GA - Sep 03 – Nov 05

- Helped plan 3 events that raised over \$7,000 for local nonprofit that provides books to underprivileged children.
- Delivered books and read with children in the local community.

## Honors

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### MOST OUTSTANDING EMPLOYEE – Camp Champions - Marble Falls, TX - July 2015

### LEADERSHIP FELLOW – Institute for Leadership Advancement - Terry College of Business - Sep 2016 – Aug 2017