



Brendan Summers

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Objective

Motivated individual with a strong desire to build a career in business development and marketing. I am seeking to apply my data analysis, communication, and project management skills to a growth-focused environment and contribute to innovative business strategies.

Education

University of Texas at Arlington

2018-2021

Major: Music composition | Dean's list

Experience

Shoot Smart | Sales Manager

2021-Present

- Promoted to Sales Manager after demonstrating strong leadership and operational success in an Assistant Manager role.
- Oversee sales floor operations across multiple store locations, ensuring efficient staffing, visual merchandising, and customer service excellence.
- Innovated employee development by creating a proprietary AI chatbot for customer service training, establishing the company's first-ever system for tracking team performance metrics.
- Strategically planned and managed a 6-month, cross-departmental holiday events timeline, ensuring efficient project workflow and successful execution of sales campaigns.
- Cultivated key B2B vendor relationships and sourced new products by representing the company at national NBS trade shows.
- Spearheaded the development of an internal employee website at no cost to the company to improve team cohesion, communication, and morale.
- Managed detailed sales data tracking and analytics, using insights to identify trends, optimize sales strategies, and improve overall performance.
- Served as interim Marketing Manager for 6 weeks, overseeing marketing operations and continuity. Afterwards maintained supporting the marketing department with content creation and campaign management.

Skills & Abilities

- **Sales & Marketing:** Strategic Sales Planning, B2B Vendor Relations, Negotiation, Customer Relationship Management (CRM: Momence, Active Campaign, Otter Text), Marketing Strategy, Content Creation
- **Leadership & Management:** Team Leadership & Development, Employee Training Programs, Performance Tracking & Metrics, Cross-Functional Project Management
- **Technical & Software:** Data Analysis & Reporting, AI Development, Internal Website Development, Microsoft Office Suite, Google Workspace, Gearfire AXIS, Canva, AI Models