

BRADLEY HEATH

3024 Hidden Forest Court, Apt.
7305
Marietta, GA 30066
678.429.2760

bheath11@students.kennesaw.edu

EDUCATION

Kennesaw State University – Coles College of Business

Kennesaw, GA

Bachelor of Business Administration; Finance Major

Class of 2020

- Cumulative GPA: 3.75/4.0; Major GPA: 4.0/4.0
- Dean's List: Fall 2016, Spring 2017, Summer 2017, Fall 2017. President's List: Spring 2018.
- Relevant Coursework: Business Law, Business Statistics, Financial Accounting, Information Systems, Macroeconomics, Managerial Accounting, Microeconomics.

WORK EXPERIENCE

Kennesaw State University, Department of Athletics

Kennesaw, GA

Lead Marketing Intern

April 2017 – March 2018

- Lead a team of interns in creating and implementing marketing plans for the department, managed budgets, and initiated corporate sponsorship relationships.
- Head of marketing for soccer which had the #1 attendance in the ASUN conference and a 38% increase from last season.
- Managed departmentwide budgets of over \$10,000.
- Liaison between department and corporate sponsors.

GottaGolf

Atlanta, GA

Digital Marketing Analytics Intern

May 2015 – May 2016

- Responsible for company website and social media account updates with over 30,000 followers.
- Worked alongside company C-Level executives in creating partnerships and ad campaigns.
- Assisted in development the iOS application.

LEADERSHIP

Kennesaw State University, Student Government

Kennesaw, GA

Association

August 2017 – December 2017

Senator

- Represented interests of over 2,000 constituents in the progression plan of the Michael A. Leven School of Culinary Sustainability and Hospitality.
- Advised KSU Administration in the creation of the new BBA in Hospitality program.
- Passed legislation to develop a new section of learning communities for students with disabilities.

Kennesaw State University, Student Government

Kennesaw, GA

Association

December 2017 – May 2018

Director of External Affairs

- Analyzed how local, state, and federal budgets will impact KSU funding allocation.
- Lead Student Government Association 'It's On Us' campaign against sexual assault.
- Reported the potential effects of legislation to the SGA Executive Board.
- Developed a relationship between SGA and Cobb County Board of Commissioners.

Kennesaw State University, Coles College of

Kennesaw, GA

Business

August 2017 – Present

Advisory Board Member

- Meet regularly within Coles College of Business administration to discuss improvements to the college.
- Assist in the development of new curriculum.
- Advocate for student concerns within each individual school.
- Developed a relationship between SGA and Cobb County Board of Commissioners.
- Represent Coles College of Business in community outreach events.