

Brian Cruz

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EDUCATION

University of Houston

[Bachelor of Science in Retailing and Consumer Science]

Houston, TX

[August 2020 - Anticipated Graduation December 2022]

San Jacinto Community College

[Associate of Business]

Houston, TX

[August 2017 - May 2020]

- Cumulative GPA: 3.6/4.0
- Dean's List for All Semesters

PROFESSIONAL SUMMARY

Focused associate with proven record of outperforming sales objectives, exceeding service standards and outpacing performance goals. Solid retail and warehouse background with in-depth knowledge of related practices & market fluctuations. Motivated, team-oriented, and enthusiastic about using skills to boost sales and company success.

WORK EXPERIENCE

Stock Associate

[H-E-B]

Houston, TX

[February 2019 – October 2021]

- Set up and arrange displays/demonstration areas to attract the attention of prospective customers
- Plan commercial displays to entice and appeal to local customers
- Keep areas neat while working, returning items to correct locations following demonstrations

Marketing Associate

[Third Coast Events]

Houston, TX

[May 2019 – August 2019]

- Develop pricing strategies, balancing firm objectives and customer satisfaction
- Utilize sales forecasting/strategic planning to ensure satisfactory sale & profitability of products, lines, or services, analyzing business developments and marketing trends
- Formulate, direct and coordinate marketing activities and policies to promote products and services, working with advertising and promotion managers

INTERN EXPERIENCE

Marketing Intern | CVS

Summer 2021

- Create projects based off personal data that will improve the company.
- Fulfill tasks set out by district leaders from several districts.
- Create daily game plans for multiple team groups.
- Count over thousands of dollars for stores, ensuring deposit is correct.

LEADERSHIP/ORGANIZATIONS (2021)

Cougar Leader's Association

[Secretary & Treasure]

Client-focused secretarial professional with deep knowledge of office management procedures. Proficient understanding of MS Office and vendor management systems. Excellent customer service, with strong attention paid to detail, organization, and presentation skills.

Houston Business Healthcare Alliance

[Vice President of Finance & Corporate Relations]

Help contribute to the growth of the organization and help increase cliental.

Contact major corporations (e.g., Memorial Hermann) monthly. Goes over organization budget (to distribute to events) and overall spending. Ability to create monthly fundraising reports and other database reports.