

AIDAN P. BRANNIGAN
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EDUCATION

University of Maryland May 2023
Robert H. Smith School of Business Cumulative GPA: 3.80
Bachelor of Science, Marketing, Operations Management Business Analytics, Dean's List August 2019 – Present

College Park Scholars: Media, Self and Society

- Chosen to be a member of the Scholars Program at Maryland consisting of students from around the world
- Actively participated in discourse on the impact of media on individuals and businesses

Strategic Design and Innovation Fellows Program

- Member of the exclusive Marketing Fellows Program at the 9th ranked public business school in the United States
- Participate in rigorous design and innovation coursework with other entrepreneurial students

WORK EXPERIENCE

VANA Finance Baltimore, MD
Freelance Marketer May 2021 - November 2021

- Implement and oversee marketing strategy reaching over 1.6 million users organically
- Building a community of 1,900+ financially literate individuals across TikTok, Instagram, LinkedIn, and Twitter
- Collaborate with brands in need of innovative ads reaching their desired target market

Impact Snacks Boston, MA
Head of Social October 2020 - May 2021

- Executive produced a sustainability focused podcast that premiered in the top 25% of podcast downloads worldwide
- Connected with younger generations through innovative marketing techniques (i.e., memes, roasts, TikToks)
- Actively managed all social media channels garnering over 450,000 impressions in 8 months

Nucleus Care New York City, NY
Marketing Intern August 2020 - October 2020

- Elevated Nucleus Care's social media presence through a variety of content on Instagram, LinkedIn, and TikTok
- Accelerated website interaction by connecting with over 4,000 consumers in the first week
- Prioritized creating buzz around the product within the younger generations across social media

ACTIVITIES

Defi Society, Co-Founder & VP of Marketing October 2021 - Present

- Founded the 19th Nationally recognized cryptocurrency club amongst United States Universities
- Singular cryptocurrency focused organization at the University of Maryland
- Hold bi-weekly meetings connecting business students with Decentralized Finance professionals

Short Term Finance Club, VP of Publishing. January 2021 - Present

- Authored and published research journal with over 3,000 reads to date
- Review and revise a compilation of articles vying to be published in our research journal

National Society of Collegiate Scholars, Member January 2020 - Present

- Elected to be a part of the premier honor society for first year and second year college students
- Invited to participate along with the top 10% of first-year freshman

College Park Scholars Service Day, Participant August 2019

- Packed over 940 school backpacks for underprivileged youth in Rockville, MD
- Dedicated four hours to selecting backpacks for the children at Interfaith Cloth Works Clothing Center

SKILLS/INTERESTS

Computer: MS Excel, Adobe Photoshop, InDesign, Illustrator, MS Powerpoint, MS Word, Canva, Airtable, Notion, iMovie,
Languages: Proficient in Spanish, Fluent in English