

# Brenna Philp

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## EDUCATION

### University of Miami Herbert Business School

Coral Gables, Florida

*Bachelor of Business Administration in Marketing and Legal Studies,  
Minor in Sports Administration*

Expected May 2026

- **GPA:** 3.98 / 4.0
- **Honors:** President's Scholarship Award; Provost's Honor Roll; President's Honor Roll, Fall 2022, Spring 2023; Beta Gamma Alpha Inductee, Goldstein Marketing Scholar
- **Relevant Coursework:** Foundations of Marketing; Negotiation; Business Law and Ethics; Marketing Research and Analysis; Employment and Labor Law, INSIDE LVMH Certificate

## WORK & LEADERSHIP EXPERIENCE

### Miami Herbert Business School Undergraduate Dean's Advisory Council

Coral Gables, Florida

*Member*

March 2023 – Present

- Proactive leadership of a summer engagement program for incoming freshmen for research, guiding them through essential modules for a successful transition into the first semester
- Leverage creative thought to generate impactful proposals, to contribute to enrichment of student experiences, to innovate facets of the business school's curriculum and offering for upcoming years
- Spearhead student-led workshops and curate wellness events, to foster holistic approach to student success to equip them with essential life skills while to prioritize physical and mental well-being

### Miami Herbert Business School

Coral Gables, Florida

*Ambassador*

May 2023 – Present

- Actively serve as a Miami Herbert Business School ambassador, giving tours, attending events, and showcasing the school's offerings
- Consistently advocate for the business school, ensuring a positive representation and highlighting the unique opportunities available to students

### University of Miami Athletics

Coral Gables, Florida

*Football Recruitment Intern*

December 2023 – December 2024

- Comprehensive facilitation of immersive experiences for recruits to showcase the diverse aspects of Miami football, organize tours and activities to highlight the team's culture, facilities, and the city itself
- Efficient on-site support during gamedays for recruits, to offer guidance, assistance, and to ensure their overall satisfaction and engagement throughout the event

*Student Athlete*

August 2022 – May 2024

- Engage in promotional activities at university events to ignite university pride and team spirit
- Collaborate with the Student Athlete Advisory Committee and the athletics department to improve student athlete welfare and to dedicate time to impactful community initiatives

### Withum Smith+Brown

Red Bank, New Jersey

*Business Development Intern*

June 2024 – December 2024

- Thorough market research and competitive analysis to identify key business opportunities
- Collaborative participation in diverse industry projects, contributing to strategic initiatives and operational efficiency

## SKILLS, ACTIVITIES & INTERESTS

**Technical Skills:** Proficient in Microsoft Excel, Microsoft Office, Microsoft Word, SPSS, Seamless AI, Sprout

**Activities:** Phi Alpha Delta Fraternity; USport; Women in Business; NCA Instructor; Engagement Research; Former Management 100 TL; Former Boatyard401 Hostess, Former Jenkinson's Sweet Shop Employee

**Volunteer:** Carver Elementary Pen Pal; Reader for CARE Elementary School; Student Note-Taker

**Interests:** Cheerleading; Reading; Health and Wellness; Running

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