

BRENNAN SIMPSON

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EDUCATION

Northern Illinois University, DeKalb, Illinois

Bachelor of Science in Marketing

December 2026

(Specialization in Digital Marketing and Professional Sales)

Rock Valley College, Rockford, Illinois

Associate of Arts – Liberal Arts

May 2024

Rock Valley College, Rockford, Illinois

Mechatronics Engineering- Cert.

May 2022

WORK EXPERIENCE

Capacity Portfolio Representative Intern

May 2026 – July 2026

C. H. Robinson, Chicago, Illinois

- Executed 100+ shipments contributing in generating over \$200,000 in gross revenue.
- Managed 24 key accounts, doubling profitability month over month.
- Negotiated spot rates with regional carriers, securing capacity for time-sensitive loads on short notice.
- Analyzed carrier capacity trends using weekly load data to adjust quoting strategy and reduce rejections.
- Collaborated cross-functionally with Portfolio Executives, Customer Account Specialists, and Capacity Market Managers to procure shipments.

Digital Marketing Intern

May 2026

Stukent Digital Marketing Simternship — Buhi Supply Co.

- Finished #1 of 20 students, generating \$316,515 in revenue and \$224,945 in profit — 44% more profit than the runner-up.
- Achieved 6,308 conversions at a 5.4% conversion rate and a 3.46 return on ad spend increasing sales.
- Managed ad budget across search, display (interest-based and remarketing), and shopping campaigns over multiple rounds of PPC optimization.
- Applied keyword strategy, bid optimization, and A/B testing on retargeting creative, winning on conversion rate rather than raw impression volume.
- Optimized landing pages and reallocated budget under pressure, prioritizing KPIs that moved ROI over vanity metrics.

Marketing Consultant

September 2024 – November 2024

RSM US LLP: NIU College of Business, DeKalb, Illinois

- Collaborated with a team to analyze and develop marketing strategies for RSM US LLP, emphasizing RSM's suite of services to deliver an integrated approach for clients and improve operational efficiency, risk management, and growth potential.
- Conducted market research, identified client incentives, and delivered strategic recommendations that deepened client relationships and increased loyalty through data-driven insights.

Sales Analyst Simternship

August 2024 – September 2024

Red Bull Off/On-Premises Sales

- Analyzed key account data and identified growth opportunities for Red Bull's Off-Premises Sales division, summarizing insights and recommendations for management.
- Developed and presented a client-facing presentation on growth strategies for a key account, expanding Red Bull's account potential.
- Leveraged Excel to visualize performance metrics across on-premises clients, highlighting top and underperforming accounts.
- Communicated findings using active listening and social proof to address client objections, resulting in increased product visibility in an on-premises setting.

Training Specialist/Team Member

February 2022 – Present

Lowe's Regional Distribution Center, Rockford, Illinois

- Strengthened employee skill sets by correcting improper processes causing inefficiencies, driving more efficient and productive output.
- Managed remediation plans for underperforming associates, restoring required competencies for duty.
- Executed daily operations in job functions such as receiving and running with consistent performance being 10% to 20% above on-standard performance.

VOLUNTEER EXPERIENCE

Volunteer

July 2026

Lurie Children's Hospital of Chicago, Chicago, Illinois

- Crafted goodie bags filled with art supplies and trinkets to provide entertainment for children receiving care at the hospital.

Volunteer

October 2025

NIU CAUSE Campus Creators Market, DeKalb, Illinois

- Supported event set-up and led awareness marketing that drove student turnout for the Campus Creators Market.
- Onboarded vendors and allocated sign-up slots, coordinating additional day-of support.

SKILLS & CERTIFICATIONS

Skills

Excel, Salesforce, CRM Software, PPC & Paid Search, SEO, A/B Testing, Landing Page & Conversion Optimization, Data Analysis & Visualization, Market Research, Campaign Management, Digital Strategy, Graphic Design, Replit, B2B Sales, Negotiation, Project & Account Management, Leadership, AI Fluency

Certifications

Measuring the Metrics That Matter Most to Your Funnel (Semrush), Microsoft Office Specialist: Excel Associate (Office 2019), Level 1: Excel White Belt (McGraw Hill), Mechanical Design SolidWorks Associate, Bloomberg Market Concepts.