

# Brian Burke

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## EDUCATION

### **Loyola University** – Chicago, IL (September ‘13 • May ‘19)

- Bachelors of Arts in Communications Studies
- Men’s Rugby Captain 2017, 2018 • Club Treasurer 2016 • Social Chair 2015

## Technical Proficiency/Skills

- Microsoft Office: VLookup & pivot tables
- Adobe Premiere, Adobe Audition, Google Search Console, SEMrush
- Content Management, Presentational Speaking, Search Engine Optimization

## Experience

### **Bootler** | *Marketing & IT Intern*

December 2017 • May 2018

- Maintained Search Engine Optimization (SEO) including keyword research & position tracking
- Administered quality assurance testing of network and web based applications to streamline SEO, which included utilization of the following tools: SEMrush, Google Search Console
- Specialized in market research functions driven by consumer retention and prospective client initiatives
- Increased overall productivity of mobile downloads- with over 200 downloads accumulated in one week
- Utilized content management system (CMS) to upload info to web portal, which included management of blog posts
- Collaborated with team members to generate content and actively manage social media accounts while tracking analytics
- Cultivated environment where team members’ opinions and creativity were valued and held paramount

### **Rambler Consulting Group, Loyola University Chicago** | *Intern*

January 2016 • July 2016

- Responsible for decision making & oversight of student run organization with 25+ members
- Liaised with school administration coordinators, external vendors, and various clients to drive productivity
- Developed and implemented SWOT analysis tracking, which included a complete overhaul of an archaic database
- Streamlined web design via Wix and maintained marketing material for all public forum distribution channels
- Maintained strategic presence at networking events and supply chain summits

### **Sugar Bowl Bar & Restaurant, Breezy Point, NY** | *Line Cook*

2014 • 2017

- Responsible for all kitchen deliverables and staffing during business hours
- Collaborated with team members to achieve accurate order processing and execution
- Functioned as the cornerstone between kitchen employees and wait staff to provide exceptional customer service
- Maintained complete ownership of food & beverage inventory and equipment maintenance
- Corresponded with various vendors to determine pricing, process orders and schedule deliveries
- Addressed all system & register related queries, accounting issues, & discrepancies with awareness and urgency
- Organized team building initiatives to promote employee satisfaction and retention

### **Independent Contractor, New York, NY** | *Self-employed*

2010 • 2016

- Experience includes landscaping, power washing, painting/staining, siding, and general repair
- Maintained continuous commitment to offering affordable services to local community members
- Focused on the enhancement of process workflows, negotiation, and cost mitigation to increase returns
- Hired *sub-contractors* to increase productivity and efficiency; this includes friends and cousins!