

BRADEN STIRRETT

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EDUCATION

University of Colorado | Boulder, CO

May 2026

Bachelor of Science: Strategic Communication - Emphasis in Advertising Strategy

3.942 GPA

Minors: Cinema Studies and Business

129 credit hours

Study Abroad Spring 2025: Semester at Sea Voyage 135 - Asia, Africa, and Europe Exploration

Relevant Coursework: Intercultural Communication, Global Studies, Studies in Global Film, Consumer Insights, Brand Building, Principles of Accounting & Finance, StratComm Writing, Principles of Marketing & Management, Strategic Thinking, Intro to Research Methods and Insights

PROFESSIONAL EXPERIENCE

NBCUniversal, New York, NY

June 2025 - August 2025

Strategic Planning & Monetization Intern - NBC News and ELG

- Supported platform monetization across the NBC News and Entertainment Lifestyle Groups, utilizing OnAir and UWS systems to optimize linear inventory across nine major properties, providing sales with real-time availability insights through SharePoint updates.
- Collaborated with my team to develop and present a strategic 360° ad sales pitch for a *Uniqlo* campaign with the 2026 FIFA World Cup, leveraging MediaRadar and Statista for research to effectively showcase NBCU's cross-platform campaign execution capabilities across digital, linear, and experiential marketing.
- Provided daily watchlists and ADU packages to ensure all inventory and liability concerns were addressed in a timely manner to maximize inventory revenue.
- Conducted 30+ cross-departmental informational interviews with employees ranging from entry-level to VP positions, compiling executive insights into a comprehensive professional development guide for entering into a career in media and entertainment.

Laboratory for Atmospheric and Space Physics, Boulder, CO

April 2024 - December 2024

Human Resources Intern

- Managed all affiliate processes, including communication with sponsors, processing paperwork, coordinating access and badges for 10+ new affiliates weekly, and developing an affiliate Confluence page to provide employees with essential resources and information.
- Provided extensive administrative support to the HR team, assisting with the student recruitment process and ensuring efficient operations.
- Collaborated with University HR and Employee Services to process employee paperwork, accurately updating and entering employee data into HCM, Kronos timekeeping, and JIRA systems.
- Responded promptly and professionally to 10+ employee inquiries daily, maintaining accurate and up-to-date employee records and files.

Leeds Consulting Group, Boulder, CO

June 2024 - September 2024

Senior Analyst, Goodie Bag Food Co

- Developed a market launch strategy for Goodie Bag's new "deal bag" feature, identifying avenues for a successful rollout in Boulder that were presented at weekly meetings with Goodie Bag's CEO and COO.
- Created marketing and communications strategies for the feature's rollout, presented in a creative brief, developing promotional tactics based on market research and previous successful launches in other cities.
- Analyzed market research to identify areas of opportunity for potential partner engagement, conducting outreach to seven partners whose participation would generate significant customer enthusiasm and drive incremental revenue.
- Gave a final recommendation to the CEO and COO of Goodie Bag for the implementation of the "deal bag" feature, providing the necessary resources and steps for a successful rollout in Boulder.

Leeds Consulting Group, Boulder, CO

March 2024 - April 2024

Project Manager, Intercambio Uniting Communities

- Managed a consulting project for Intercambio Uniting Communities focused on optimizing facility usage and improving program demand management, developing strategic recommendations to increase operational efficiency.
- Led a team of four Junior Analysts, overseeing client communication, meeting logistics, and key information retrieval (e.g., floor plans).
- Analyzed student demand patterns, facility utilization data, and operational workflows, developing actionable recommendations and insights to enhance the student experience.
- Delivered a detailed presentation to our client, outlining insights from research and analysis, operational improvements, and tactics to address facility constraints.

HONORS/AWARDS

- Featured in Faces of Leeds: [Braden Stirrett - Faces of Leeds Article](#)
- Accepted into CU Boulder College of Arts & Sciences Honors Program
- CU Boulder Chancellor's Achievement Scholarship Recipient
- CU Boulder Arts & Humanities Merit Scholarship Recipient
- CU Boulder Dean's List, Fall Semester, 2022 – Fall Semester, 2024, Fall Semester, 2025

SKILLS

Professional Skills: sales pitching, advertising inventory optimization, project management, administrative support, client relations, media planning, data entry, data analysis, event planning, interpersonal communication, strategic thinking, customer service, attention to detail, video production, creative problem solving, public speaking and presenting, creative briefs, SWOT analysis, email communication

Programs/Technical: Microsoft Office Suite (PowerPoint, Excel, Outlook), UWS, OnAir, SharePoint, MediaRadar, HCM, JIRA, Kronos, Adobe Premiere Pro, Adobe Express, Zoom, WordPress, Qualtrics, Mintel, Insider Intelligence, Google Sheets, IBIS World, Statista, Instagram, TikTok

Languages: English (Native Level), French (Completed Through Third University Level)