

Christopher Chaidez, CGBP

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EDUCATION

Bradley University

B.A. in International Business & B.S. in Marketing (Dual Bachelors)
Minor in French / Study Abroad - Rome

Graduated Cum Laude - May 2020

Cumulative G.P.A.: 3.55 / 4.0

Major G.P.A.: 3.93 / 4.0

University of Pennsylvania: Wharton Online

Business Analytics Specialization

December 2020

WORK EXPERIENCE

Enterprise Rent-A-Car

Sales Management Trainee Intern

June 2019 - March 2020

Joliet, IL

- Selected to “Exceptional Speaker” panel for presenting a “Green Profitability” business operations proposition
- Managed relationships with 6 body shops and dealerships to lead to successful fleet management and account satisfaction
- Achieved recognition as a Top 20 Chicago Intern due to driven focus on customer service / sales & high branch performance

Bradley University Admissions Office

Senior Student Admissions Representative

May 2019 - May 2020

Peoria, IL

- Delivered the Bradley brand strategy marketing process to prospective applicants to gain student commitments
- Facilitated campus-wide tours and influenced prospective students to attend Bradley University on a weekly basis
- Performed 5 public speaking sessions about the “Bradley Experience” value proposition to over 500 students/parents

Peoria County Administration

Strategic Communications Intern

April 2018 - August 2018

Peoria, IL

- Developed and marketed 15 Peoria County outreach programs through various channels of integrated marketing
 - Prepared press releases for local news stations and posted updates on issues pertinent to community developments
 - Lead event planner for the Peoria County Emergency Expo, driving exceptional participation with over 1,000 attendees
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LEADERSHIP & INVOLVEMENT

Team Captain - NASBITE International Case Competition

February 2020 - May 2020

- Created a plan for a mid-sized company to expand its business internationally through extensive market opportunity analysis
- Facilitated a creative entry strategy, with a focus on social media marketing and successful partners / distribution networks

CGBP Student Ambassador - NASBITE International

August 2019 - May 2020

- Garnered awareness for the Certified Global Business Professional Student Pathway program through information meetings
- Maintained a study topics group, focused on global business management, global marketing, trade finance, and supply chain

President / Recruitment Chair - Sigma Nu Bradley Chapter

April 2017 - April 2019

- Oversaw chapter and executive board of 50 members and developed goals to lead to the chapter's first 4-star accreditation
- Conducted alumni corporation and general meetings, managed a budget of over \$160,000, and coordinated strategic plans

Vice President - Interfraternity Council

January 2018 - December 2018

- Supervised the internal affairs of the Council, creating action plans with 11 officers and project management
 - Represented Bradley at the Order of Omega Case Study, focused on comprehensive strategic planning and bylaw revision
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AWARDS & RECOGNITION

- Foster College of Business Global Scholar **May 2020**
 - Phi Sigma Iota - International Foreign Language Honor Society **February 2020**
 - Bradley Association of International and Latino Alumni Scholarship Recipient **August 2019**
 - Dean's List for five consecutive 4.0 semesters **May 2018 - May 2020**
 - AFLV Order of Omega Case Study Divisional Winner **February 2018**
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SKILLS & CAPABILITIES

- Natural Spanish fluency | High French proficiency | Microsoft Office | SQL / SPSS | Google Analytics | Digital Marketing