

# Bradley Scott Yochum

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## EDUCATION

### **The University of Georgia, Athens, GA**

Bachelor of Business Administration, Terry College of Business,  
Major: Marketing GPA: 3.45/4.0 Expected: May 2009

## LEADERSHIP EDUCATION

### **Leonard Leadership Scholar, Fall 2007-present**

Participant in Terry College's highly selective, individualized 2-year leadership development program involving academic coursework, personal assessments, externships, team building, and community service.

## INTERNSHIP EXPERIENCE

### **Tarkenton Financial LLC, Atlanta, GA**

*Marketing Internship, June 2005 – June 2005*

- Collaborated with a team of 9 members to accomplish strategic goals
- Produced and implemented marketing strategy for entire business
- Operated on a \$50,000 budget

## ENTREPRENEURIAL EXPERIENCE

### **Owner / Operator of 3-Point Threats, Atlanta, GA**

*Youth Basketball Coach, May 2006 – August 2006*

- Created business model and managed all operations to generate \$750 monthly income through youth basketball camps and lessons

## LEADERSHIP EXPERIENCE

### **The University of Georgia Student Government Association**

*Freshman Forum Body President, Fall 2005*

- Led body of 100 members in the organization of a community service project generating over \$5,000 for Hurricane Katrina Relief.

*Freshman Forum Program Advisor, Fall 2006 and Fall 2007*

- Investing in the leadership development of 100 Freshman Forum members by teaching leadership theory and guiding the creation of six community service projects

*Franklin College of Arts and Sciences Senator, Spring 2005 – Fall 2006*

- Promoted student rights initiatives to University Administration while representing over 15,000 peer constituents

### **Delta Tau Delta Social Fraternity**

*President, Fall 2007– Present*

- Leading all aspects of fraternity operations for 105 fraternity members

*Vice President, Spring 2006 – Fall 2007*

- Directed programming and created the organizational calendar for over 90 fraternity members while managing a \$100,000 operating budget

*Director of Risk Management, Fall 2005*

- Created comprehensive risk management program awarded by fraternity nationals and implemented in fraternity chapters across the country

## COMMUNITY SERVICE

### **UGA Campus Crusade for Christ**

- Leadership Team, Fall 2006 – Present
- Served as Director of 2007 Summer Service Project in Miami, Florida.

### **Jack R. Wells Boy's and Girl's Club**

- Mentor, Spring 2007 – Present