BRUCE HINSON

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SUMMARY

Motivated Marketing student at Texas A&M University with a 3.8 GPA and experience in leadership, stakeholder outreach, customer experience, project coordination, and fast-paced operations. Skilled in communication, problem solving, Microsoft Excel, PowerPoint, Canva, lead generation, prospecting, and financial data analysis. Adaptable, reliable, and focused on team goals and high-quality work.

EDUCATION

Texas A&M University — College Station, TX — Expected May 2028
Bachelor of Business Administration in Marketing — GPA: 3.8

Relevant Coursework: Managing People in Organizations, Managerial Accounting, Foundations of Marketing

PROJECTS

Past the Post — AI networking tool (past-the-post.vercel.app) — October 2026

- Created a live AI tool with Claude that finds people at the companies a student applied to, drafts LinkedIn messages, and tracks replies.
- Used it in my own internship search to land 6+ coffee chats with professionals at target companies.

PROFESSIONAL EXPERIENCE

Bent Tree Country Club — Addison, TX — May 2021 – August 2025
Lifeguard Pool Supervisor

- Supervised 5+ lifeguards and coordinated daily pool operations serving 120+ members per shift.
- Delivered a consistent, high-quality member experience that represented the club's brand.
- Responded to incidents and resolved conflicts with clear communication and sound judgment.

LEADERSHIP & ACCOMPLISHMENTS

Eagle Scout — March 2023

- Led 10+ volunteers through the manufacture and installation of 6 duck nesting habitats.
- Secured more than $400 in funding and material donations through community partnerships.
- Coordinated volunteers, resources, and project execution from planning through completion.

VOLUNTEER EXPERIENCE

- **Dallas Homeless Shelter:** Coordinated with shelter staff for large-scale food distribution.
- **Greenspace Dallas:** Partnered on public service initiatives and operational standards.

SKILLS

Marketing & Business: Lead Generation, Prospecting, Financial Data Analysis, Stakeholder Outreach, Customer Experience

Technology & AI: Claude, Gemini, Microsoft Excel, PowerPoint, Canva

Professional: Strategic Communication, Leadership, Problem Solving, Collaboration, Project Coordination

CERTIFICATIONS & ACTIVITIES

American Red Cross Lifeguard Certified — First Aid, CPR & AED | Young Men's Service League (YMSL) Volunteer