

# BRANDEN HEFFERNAN

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## EDUCATION

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**Texas A&M University, College of Engineering**

*Bachelor of Science in Industrial Distribution*

GPA: 3.87/4.0

College Station, Texas

Expected Graduation: December 2025

## EXPERIENCE

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### ABB

*Electrification Sales Intern*

Houston, Texas

May 2024 – Present

- Conducted workshops for distribution partners, delivering product knowledge to groups of over 20 participants for 1 hour each, resulting in enhanced product understanding for the sales workforce
- Sent daily inventory updates, ensuring accurate stock levels and timely information for effective inventory management
- Actively participated in key sales meetings, providing valuable insights and strategies that enhanced team performance and supported the achievement of sales targets
- Contacted utility companies to secure approvals for new product lines. This expanded sales opportunities and facilitated entry into multiple geographical areas (including Texas, Oklahoma, and New Mexico)
- Developed and presented a business development finding that increased sales opportunities with a large client

### Affiliated Distributors

*Member Education Intern*

Houston, Texas

May 2023 – August 2023

- Developed and launched 12 high-level product knowledge courses using e-learning software to create SCORM-compliant content, enhancing the expertise and operational effectiveness of over 900 independently owned member companies
- Coordinated with supplier companies to ensure compliance and alignment with product vision, safeguarding quality and consistency across offerings

## INVOLVEMENT

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**Professional Association for Industrial Distribution, PAID**

*Career Fair Officer 2024-2025*

College Station, Texas

May 2024 – Present

- Work with a team of 12 officers to effectively manage a +1200-member organization
- Serve as the primary planner and point of contact for Fall and Spring Career Fairs and Networking Socials, managing events for over 800 students and ensuring seamless execution.
- Engage and coordinate with over 100 industry partners to enhance event impact and networking opportunities

*Committee Member*

August 2024 – December 2024

- Collaborated to design a more efficient storage process, streamlining the setup and takedown of career fairs and enhancing overall operational efficiency.

## SKILLS, HONORS, ACTIVITIES & INTERESTS

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**Languages:** Conversational proficiency in Thai

**Technical Skills:** Microsoft Office Software, Absorb LMS

**Functional Expertise:** Technical sales, Customer engagement, Supply chain management, Data analysis & visualization, Team collaboration

**Activities:** PAID and Intramural Sports (flag football & softball)

**Volunteering:** The Big Event

**Honors:** Sigma Delta Honor Society, PAID Distinguished Member Award

**Interests:** Hunting and fishing, golfing, weightlifting, and Aggie football