Braeden Toohey

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PROJECTS

Salesforce CRM & Sales Analytics System

- Built a Salesforce CRM to manage student recruiting efforts from initial contact through program enrollment, organizing lead information, tracking outreach and follow-up activity.
- Used generative AI to support development and troubleshooting of a Google Forms, Google Sheets, Salesforce, integration using Google Apps Script and REST APIs, automating lead creation.
- Connected CRM data to Power BI and built interactive dashboards to compare recruiting channels and summarize outreach activity.

EXPERIENCE

Seufferlein Sales Program Ambassador 2026 - Present

California State University, Chico / Chico, CA

- Pursuing a Professional Sales Certificate through sales workshops, competitions, and classroom instruction in communication, professional selling and professional etiquette.
- Responsible for the recruitment of 12+ students into the program through classroom presentations, tabling, and student outreach.

Assistant Manager / Server Oct 2025 - March 2026

Ji Bei Chuan / Chico, CA

- Initiated the first local marketing campaign by designing promotional content with the help of AI and graphic design skills, then coordinating with a local Instagram page to advertise the restaurant, generating tens of thousands of views which in turn contributed to a 10-15% increase in customer volume.
- Drove customer sales through menu recommendations, and upselling while helping to establish the restaurant as one of the 5 original employees.
- Assisted with restaurant operations and upkeep by keeping track of inventory and coordinating with outside vendors for maintenance, supplies, and operational services.

Customer Service & Busser May 2025 - Aug 2025

Fishetarian Fish Market / Bodega Bay, CA

- Delivered efficient and friendly customer service in a high-volume tourist location with 3,000+ positive reviews while maintaining fast and organized counter service.
- Communicated clearly with customers, kitchen staff, and coworkers in a fast-paced environment to resolve concerns, manage expectations, and support a positive customer experience.

Freelance Data Entry 2022 - 2023

- Imported, verified, and organized data across 100+ financial reports and spreadsheets while communicating directly with the company's software engineering team to clarify requirements and meet deadlines.

SKILLS

Sales, Business, & Marketing: Customer Engagement, Upselling, Relationship Building, Problem Solving, Adaptability, Leadership, Management

Technical: Salesforce CRM, Power BI, REST APIs, Microsoft Office, OpenAI, Google Sheets, Tableau, SAP ERP,

Programming & Web: JavaScript, HTML, CSS

Interests: Wrestling, Rock Climbing, Paintball, Technology, Fitness

EDUCATION

California State University, Chico Expected 2028

B.S. Business Administration - Project Management | Marketing Minor