

# Bradley A. Kastrup

Ann Arbor, MI ♦ (734) 931-2318 ♦ brad.kastrup@gmail.com ♦ www.bradkastrup.com

---

## SUMMARY

Proven leadership and teamwork abilities  
Flexible and able to perform under pressure  
Excellent communication and interpersonal skills

Goal and project driven  
Hard-working and disciplined  
Relationship development and selling

## PROFESSIONAL EXPERIENCE

### *Product Specialist*, GOOGLE

January 2014 - Present

- Served as global product expert for Google Analytics, Shopping, Partners, Google+ and YouTube
- Supported fellow Googlers via 1194 second-level AdWords customer escalations with 95% CSAT
- Analyzed 1200+ customer interactions per quarter to identify top product growth opportunities
- Curated and organized trainings related to product launches for 1000+ Googlers across the globe
- Interviewed 14 potential candidates for full-time and internship positions

### *Account Strategist*, GOOGLE

July 2012 - December 2013

- Facilitated over \$1,000,000 revenue growth by upgrading customer advertising accounts
- Enhanced over 6000 Google customers' experiences through phone, email and chat channels
- Launched 2 upgrades to the North American phone systems, affected over 10,000 customers a week
- Collaborated with engineers to automate over 1500 customer interactions per quarter
- Assisted 250 colleagues per quarter with difficult product related customer inquiries
- Exceeded expectations of CSAT, Sales and Productivity when compared to peers
- Volunteered as a peer mentor for 5 new employees as they adapted to the team

### *Director of Reunion Giving*, UNIVERSITY OF EVANSVILLE

June 2011- July 2012

- Created a one-day social media campaign that generated 205 gifts and raised \$7000
- Secured \$21,175 in gifts through personal visits and communications in 8 months
- Facilitated the growth of the Young Alumni President's Club to over 60 members
- Engaged over 450 students and donors with the University's first Philanthropy Week
- Coordinated staff for Homecoming and Reunion events, resulting in over 500 attendees
- Recruited and managed 50 volunteers for Homecoming and Reunion committees
- Collaborated on the direct mail campaign plans, increasing alumni donors by 2%
- Recorded over 230 personal contacts with prospective donors and volunteers
- Volunteered for 20 evening and weekend University sponsored events

## ACHIEVEMENTS

- Promoted after 14 Months of Starting at Google
- 23 Peer Bonuses Awards by Colleagues

## EDUCATION

B.S. Sport Management, Sport Communication Minor  
UNIVERSITY OF EVANSVILLE, Evansville, IN

2011  
*Dean's List, Six Terms*      **3.68 GPA**

## ACTIVITIES & VOLUNTEER

- Phi Gamma Delta, Graduate Board
- Therapy Dog Trainer
- Mascot - University of Evansville, Atlanta Braves, Daytona Cubs
- Inter-Fraternity Council, President