

Brenda Alarcon

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EDUCATION

Santa Clara University | Santa Clara, CA

Bachelor of Science in Commerce: Business Management and Entrepreneurship

September 2025- June 2027

Menlo College | Cumulative GPA 3.7 | Atherton, CA

Bachelor of Arts: Business Analytics

August 2023- May 2025

Relevant Coursework: Data Visualization (Tableau), SQL, Statistics, Financial Accounting, Principles of Finance, Supply Chain, Introduction to AI, Macro/Microeconomics

Study Abroad: United Arab Emirates

January 2023

PROFESSIONAL EXPERIENCE

Excused.ai | Co-Founder | Santa Clara, CA

October 2025 – Present

- Co-founded an AI-powered ed-tech platform born from the **Nvidia AI Hackathon**, utilizing Nvidia Parakeet models for high-accuracy speech-to-text video transcription on class materials.
- Leading Go-to-Market (GTM) strategy, customer discovery, and pricing model development to validate product-market fit and drive early user adoption.
- Managing operational costs and business growth while collaborating on frontend UX design to optimize the student learning experience.

SolPods | *LEED Research Analyst Intern* | Remote / Santa Rosa, CA

May 2025-August 2025

- Worked directly with founders at a sustainability startup focused on democratizing green building education
- Researched how LEED certification enhances real estate value, integrating insights into outreach to drive impact and adoption
- Helped position SolPods for future partnerships by aligning LEED strategy with ROI-focused sustainability education

Menlo College | *Operations Assistant* | Atherton, CA

June 2024-August 2025

- Boosted Career Fair student participation 32% (250 → 330) through new engagement strategies.
- Built event data collection system to improve tracking.
- Developed targeted comms (email, social, newsletter) to enhance outreach.

Tiktok & Instagram | *Social Media Manager & Content Creator* | Remote, CA

June 2023 – Present

- Built a platform with **25,500+ followers, 17M+ total views, and 5.4M+ likes** by creating relatable, everyday content
- Featured in The Washington Post, Business Insider, Yahoo News, and Daily Mail for viral content trends (e.g., "Gen Z Stare") and personal branding strategy.
- Received 14+ inbound brand deal inquiries; led negotiation and execution of paid partnerships.

LEADERSHIP & PROFESSIONAL DEVELOPMENT

Y Combinator Agentic Payments Hackathon | *Project: Agentic Payments* | San Francisco

November 2025

- Built an AI-driven payment solution focused on autonomous agentic workflows to streamline financial transactions.
- Source: github.com/josuediazflores/YC_AgenticHackathon

Management Leadership for Tomorrow (MLT) | *Career Prep Fellow* | Bethesda, Maryland (Remote)

February 2025-Present

- Selected from a highly competitive pool of 3000+ applicants for an elite 18+-month leadership development program designed to accelerate careers in business.
- Collaborate with Fortune 500 executives and industry leaders through exclusive seminars, networking events, and professional development workshops, gaining insights into corporate strategy and leadership.

Bain & Company CREW Program | *Participant* | San Francisco, CA

February 2025

- Selected as one of 40 West Coast candidates for Bain's elite program empowering women in consulting.
- Engaged in dynamic workshops, case studies, and mentorship with top industry leaders.

Association of Independent California Colleges and Universities | *Student Lobbyist* | Sacramento, CA

February 2025 - Present

- Promoted Assembly Bill 402 to expand Cal Grant funding for 350,000+ students, including nontraditional and transfer students.
- Represented Menlo College as a first-generation student, sharing personal narratives to influence financial aid policy.
- Collaborated with policymakers, advocates, and financial aid professionals to present data-driven arguments for legislative support.

Business Analytics Club | *President* | Atherton, CA

August 2024 - Present

- Secured funding for the Remarkable Women in AI event, enabling student participation.
- Organized professional development events for 50+ students, fostering industry connections.

AFFILIATIONS & SKILLS

Language: English and Spanish (spoken and written)

Technical Skills: Data Analysis (SQL, Tableau, Excel), Python, Project Management (Asana, Trello, Linear), CRM (Salesforce), Social Media Analytics, Microsoft Office, Canva

AI Tools: Cursor, ChatGPT, Gemini, Claude, Perplexity, GAMMA,