

ANISA ARA

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EDUCATION: TEMPLE UNIVERSITY, Fox School of Business, Philadelphia, PA
Bachelor of Business Administration, Graduation: May 2020
Major: Management Information Systems
Minor: Entrepreneurship and Innovation

SELECTED COURSES:

Data Analytics, Data Centric App Development, Information Systems in Organizations, Marketing Management, Law Beyond Borders

ACTIVITIES AND AWARDS:

- Board Member, Association for Management Information Systems, 2016 – present
- Member, National Association of Black Accountants, 2016 – present
- Member, Women In Honor, 2017-present
- Award for Academic Accomplishment and Community Service, The American Association of University Women, 2016
- SAP America Junior Achievement Participant, 2014 - 2016

INFORMATION SYSTEMS PROJECTS:

- Analyzed social media engagement for Hand and Stone and developed a system to monitor audience behavior to maximize social media presence.

INFORMATION TECHNOLOGY SKILLS:

Web Development: HTML, Microsoft FrontPage Microsoft
Database Management: Access, SQL plus, SQL, PL/SQL
Project Management: Microsoft Project, Microsoft Office

EXPERIENCE:

Philly PR, Philadelphia, PA December 2017 - present
Intern

- Analyzed data from social media posts to determine anomalies in follower engagement, irregularities in impressions, and determine brand reputation.
- Used Facebook Pixel to measure effectiveness of Facebook advertising and redirect audience to maximize social media presence for clients.
- Create social media posts and graphics for clients based off data analysis and statistics to drive growth in engagement with current and potential customers.

Lowes, Havertown, PA April 2017 – present
Sales Specialist

- Developed project management skills in an enterprise environment as an appliance sales specialist.
- Duties included handling multiple demands at once, creating and managing solutions, and meeting deadlines with customers and vendors.
- Worked alongside vendors such as Samsung based in South Korea and Fisher and Paykel in Australia through purchase order flow.

SKILLS & LANGUAGES:

- Bengali – Native
- Arabic - Conversational
- Spanish – Conversational
- First Aid/CPR certified, Fall, 2015