

EDUCATION: TEMPLE UNIVERSITY, Fox School of Business, Philadelphia, PA
Bachelor of Business Administration, Graduation: January 2016
MAJOR: Management Information Systems (MIS); MINOR: Entrepreneurship
GPA: 3.73 | Dean's List: Fall 2011, Spring 2012, Spring & Fall 2013, Spring & Fall 2014

SELECTED COURSES:
Enterprise IT Architecture, Digital Design & Innovation, Leading Global Digital Projects

CERTIFICATIONS:
• APC Channel Partner Small IT Certification August 2015

ACTIVITIES:
• Member, Beta Gamma Sigma Honors Society May 2014 – Present
 ◦ Attended BGS Global Leadership Summit in Orlando, FL. November 2015
• Member, Association for Information Systems January 2014 – Present
• Member, Entrepreneurial Students Association September 2013 – Present
 ◦ Officer of Event Planning September 2013 – May 2014

EXPERIENCE: THE BURGER SHACK, Allentown, PA
Marketing Director November 2013 - Present
• Published successful Facebook business page to target potential customers within our demographic.
• Maintain an active Facebook business page, generating 3,080 local "Likes," compared to our main competitors who average 414 "Likes."
• Achieved a 30% revenue increase due to executed Facebook page marketing strategies.
• Interact closely with customers in order to attain maximum satisfaction.

IGLOOHOME, Philadelphia, PA
Business Analyst Intern January 2015 – May 2015
• Completed root-cause analysis for a business solution to the problem of attracting customers.
• Analyzed and identified relevant website information to engage potential customers.
• Implemented Google Analytics, a contact form linked to MailChimp, and tracking pixels for measurement of marketing campaign response on website.

ANTIGUA COMPUTER TECHNOLOGY (A.C.T.), St. John's, Antigua & Barbuda
IT Intern / Marketing & Sales Representative Summers 2013 & 2014
• Documented all equipment in ACT's data center with information, such as space used, device information, alias name, model, serial number, function, power source, power consumption, and notes.
• Collaborated with staff to develop employee procedures when performing frequent Internet processes.
• Recommended a procedure for ACT to integrate three silo databases previously stored and processed in three different applications.
• Ranked as leading sales representative, accounting for 45% of overall retail sales, responsible for 69% router and tablet sales.
• Managed successful marketing campaign increasing sales by 35% compared to prior month.

SKILLS:
• Microsoft Suite (Word, Excel, PowerPoint, Project), SAS Data Miner, SAP, Google Analytics
• HTML, CSS, PHP, MySQL, Wordpress: Basic