

**Education:**

**Bachelor of Science in Business Administration**, Graduation: May 2019

Concentration: **Information Systems Management**

Minor: Public Health

**Fox School of Business**, Temple University, Philadelphia, PA

**Selected Courses:**

Data Analytics, Enterprise IT Architecture, Data-Centric App Development

**Information Technology Skills:** Microsoft Office, Google Apps and Analytics, MySQL, SAP Hybris Cloud & C4C, Hubspot COS & CRM, Adobe CS, Microsoft Azure, PHP

**Relevant Experience:**

**Marketing Intern**, Yoh, Summer 2016

Philadelphia, PA

- Digital Marketing
  - Assess, redesign, and improve existing digital marketing methodology
  - Complete Hubspot CRM Inbound Marketing Certification
  - Manage and create social media marketing initiatives
- Website and Search Engine Optimization
  - Update and improve website, including corporate office location pages
  - Apply best practices to creatively improve company website rankings
  - Create, manage, and improve company's digital brand presence
  - Use Google Analytics and other Google My Business apps to increase the integrity of the company's online reputation
- Corporate Communications
  - Gather critical operational and crisis communication data for employees at various offices internationally
  - Improve MS Outlook distribution lists for internal communications

**Operations Manager Intern**, McGillen Electric, June 2015–May 2016

Folsom, PA

- Project Coordination
  - Analyzed, anticipated, and allocated resources in coordination with the owner
  - Oversaw employee performance to ensure tasks were completed on or before the projected end date
- Account and Client Management
  - Communicated, consulted, and contributed services to clients and employees, eliminating any ambiguity or concerns.
  - Developed customer profiles and organized all significant paperwork to streamline data in order to easily analyze key areas in regards to profitability.
- Marketing and Sales
  - Developed promotional materials to grow brand awareness and corporate image
  - Drafted proposals and reached agreements for jobs based on labor, material, and profit considerations

**Languages:**

English, Spanish (Reading, writing, conversational)

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