**Christopher J. Hayden** christopher.hayden@temple.edu

*1826 North 16th Street | Philadelphia | PA | 19121 | tel: 401.481.0326*

EDUCATION: Temple University, Fox School of Business, Philadelphia, PA

 ***Bachelor of Business Administration, Graduation: May 2016***

 ***Major: Marketing | Management Information Systems |*** GPA: 3.45

 *Selected Courses:*

 Data Analytics, International Marketing Enterprise IT Architecture, Digital Marketing

# ACTIVITIES:

* Member, American Marketing Association, Fall 2013 – present
* Member, Temple Advertisement Club, Fall 2013 – present

 Account Manager for Temple Ad Agency, Spring 2014 - present

* Member, Association for Information Systems, Spring 2015
* Temple Men’s Rugby Club

EXPERIENCE:

 Govberg Realty, Philadelphia, PA October 2014 – January 2015

 **Marketing Intern**

* Managed data of both tenants and properties using AppFolio, including payment records, maintenance requests, and contact information
* Created marketing materials for both digital and print, as well as managing social media content on Facebook, Twitter and Instagram
* Assisted in development and optimization of company website

 Barnes & Noble at Temple Law, Philadelphia, PA March 2014 – September 2014

 **Bookseller/Barista**

* Drove book sales by effectively assisting a diverse customer base with ordering books that were not immediately in stock.
* Stocked weekly marketplace inventory to ensure company standards and monitored store for theft of goods.
* Prepared hundreds of Starbucks beverages to a customer base with many different individual tastes.

Allyson Schwartz for Governor, Philadelphia, PA

**Intern** February 2014 –May 2014

* Distributed literature to various neighborhoods all throughout the city of Philadelphia to persuade constituents to vote for U.S. Congresswoman Allyson Schwartz
* Prepared venues for major campaign events in the city of Philadelphia
* Designed and optimized routes of neighborhoods volunteers and other interns would use to reach constituents

SKILLS:

* Proficient with Adobe Creative Suite
* Proficient with HTML, CSS, Wordpress
* Working knowledge of PHP, SQL
* Experience with Google Analytics