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