

Christina Holgado

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EDUCATION: TEMPLE UNIVERSITY, Fox School of Business, Philadelphia, PA
Bachelor of Business Administration, Graduation: May 2022
Majors: Marketing & Management Information Systems
GPA: 3.98 | Business Honors Program | University Honors Program
Dean's List, Fall 2018 – Present

ACTIVITIES: Member, Temple University Women's Ultimate Frisbee, 2018 – Present
Honors Ambassador, Honors Admissions and Transitions Team, Fall 2019 – Present
Member, Temple University American Marketing Association, Fall 2019 – Present
Presenter, Symposium for Undergraduate Research and Creativity, April 2019

EXPERIENCE: QVC, West Chester, PA May 2020 – Present

Search Engine Optimization Intern

- Conduct keyword research to identify opportunities to optimize page titles and meta descriptions.
- Monitor effectiveness of SEO efforts through Tableau and Google Search Console in daily, monthly, and quarterly reports for both QVC and HSN.
- Analyze search results pages to perform competitor research.

THE TECH CENTER, Philadelphia, PA August 2018 – Present

Student Consultant

- Oversee approximately 600 fixed computer workstations, 13 breakout rooms, and specialty printing services.
- Troubleshoot technical problems on both Apple and Dell personal computers.
- Initiate customer support for TECH Center patrons on the phone and in person.

INSOMNIA CASE COMPETITION, Philadelphia, PA October 2019

Regional Case Competition Finalist

- Developed a marketing plan for Insomnia Cookies to increase foot-traffic for all stores in the off-peak period.
- Presented marketing plan to the Insomnia Cookies CMO and the marketing team.
- Placed in the top 10 of case competition teams, receiving positive feedback from the CMO.

SKILLS:

- Microsoft Word, PowerPoint, Excel
- iMovie
- Canva
- Google Docs, Google Slides, Google Sheets
- Google Analytics, Google Search Console