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Business Communications
Section 006
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Personal Value Proposition

I possess strong formal communication skills, which I am refining during my time in the Fox School of Business. As the Director of Meetings for Temple's Association for Information Systems, I often communicate in a professional manner. My position entails crafting emails to speakers for our Monday Speaker Series. I formally invite business professionals and recruiters to speak to our members. Later, I confirm each speaker through email prior to his or her visit, and send a follow up message thanking him or her. In addition to formal written communication, I also improved my presentation skills this summer during my time as an Undergraduate Research Assistant. While working for the Global Center for Big Data in Mobile Analytics, I received numerous compliments when presenting research to professors from the University of Pennsylvania, Columbia University, and Dartmouth College, among others. The communication skills I developed through these experiences will benefit me in future positions.

My officer position in Temple's Association for Information Systems presents a significant opportunity for networking and professional development. Interacting with recruiters and industry professionals allows me to create business contacts while still in college. As the officer directly contacting our guests, my name will register when they think of Temple's Association for Information Systems, the 2013 AIS Chapter of the Year. Since many of the visitors recruit our members, my visibility within the organization will be beneficial when applying for internships or jobs with these companies. Additionally, being an active member of AIS offers numerous chances for professional development. The Friday Workshop meetings, which take place each week, help members develop business acumen such as interviewing techniques and resume building. The networking and professional development presented by this officer position will improve my job prospects and better prepare me for the professional world.

I am a strong communicator with an ideal background for the IT Corporate Intern position at Walmart. While the Information Systems Division consists of five different areas, my position with the Global Center for Big Data in Mobile Analytics exposed me to customer analytics trends that would specifically benefit Walmart's Customer Planning & Analysis team. As a Management Information Systems and Marketing double major with a minor in Business Analytics, my education provides me with the necessary analytical and technical skills to work in the Information Systems Division analyzing Walmart's customers. However, my communication skills and business acumen are what separate me from the competition. My experiences communicating with industry professionals and presenting relevant topics would help me integrate with the Customer Planning & Analysis team and assist with Walmart's goal to help people save money and live better.