

EDUCATION:

Temple University, Fox School of Business, Philadelphia, PA

Bachelor of Business Administration, Dual-Major: Management Information Systems, Marketing

GPA: 3.59 | Dean's List: Fall 2015, Spring 2017, Fall 2018 | Graduation: May 2020

Core Courses:

Data-Centric Application Development	Digital Solutions Studio
Global Business Policies	Marketing Strategy

ACTIVITIES:

Information Technology Assistant (TA), Data Analytics, *Spring 2019*

Member, Temple University Association for Information Systems, *September 2018 - Present*

Member, Entrepreneurial Students Association, *September 2016 - Present*

FUTURE POSITIONS:

Comcast Corporation, Philadelphia, PA

June 2019 – August 2019

Compliance Analyst Intern

- Manually pull data using SQL to detect trends and create custom Tableau dashboards to visualize complex data patterns.

Seer Interactive, Philadelphia, PA

February 2019 – April 2019

Web Analytics Intern

- Transform client business goals into KPI documents and tracking plans. Develop custom dashboards for reporting and troubleshooting analytics tracking issues.

EXPERIENCE:

Results Driven Marketing, Philadelphia, PA

December 2017 – August 2018

Director of Special Projects

- Assist in the simultaneous development of over 30 websites, such as SEO strategy, increasing their social media following, and troubleshooting issues that arise on their backend infrastructure.
- Collect and analyze website data for adjusting SEO strategy and measuring benchmarks.
- Implement and maintain website backup processes and SSLs to prevent the loss and infection of data.
- Code the initial framework for an internal keyword research tool using HTML, CSS, and JavaScript.

Results Driven Marketing, Philadelphia, PA

September 2017 – December 2017

Marketing Assistant

- Build knowledge around inbound marketing and SEO best practices.
- Create custom vector graphics as needed, including logos, eBooks, webpage mockups, and infographics.
- Optimize and copyedit blog content for various clients using keyword research and link building.

Greek Clothings, LLC, New York, NY

January 2017 – September 2017

Co-Owner

- Grossed \$10k+ in revenue in the first three months.
- Make major business decisions with the two other partners, such as new products, website maturation, and customer service.
- Create custom apparel for company clients for use on t-shirts, tank tops, and jerseys.

SKILLS & LANGUAGES:

- **Data, Programming & IT:** Experience with HTML, CSS, SQL, Tableau, Microsoft Azure
- **SEO & Web Development:** Ahrefs, WordPress
- **Design:** Adobe Creative Suite (Illustrator, Photoshop, InDesign)
- **Microsoft Office:** Word, Excel, PowerPoint