

# JAMES BASE

community.mis.temple.edu/jamesxbase

416 Kennerly Road | Springfield | PA | 19064

610.608.8825 | james.base@temple.edu

EDUCATION: TEMPLE UNIVERSITY, Fox School of Business, Philadelphia, PA  
**Bachelor of Business Administration, Graduation: May 2019**  
**Major: Management Information Systems | Minor: Marketing**  
Overall GPA: 3.3

## SELECTED COURSES:

Data Analytics  
Data-Centric Application Development

## ACTIVITIES AND AWARDS:

- Director of Professional Development, American Marketing Association

## INFORMATION TECHNOLOGY SKILLS:

Web Development: HTML, CSS, PHP  
Database Management: SQL plus, SQL, PL/SQL

EXPERIENCE: SAP SE, Newtown Square, PA June 2017 – present

### **Global Audience & Partner Marketing, Industries Intern**

- Managed Leonardo planning communication materials, global activation timelines, and responsibility assignment matrix reports for the Marketing Leadership Team, led by the CMO.
- Developed end-to-end digital campaigns designed to walk potential customers through the “buyer’s journey,” consisting of assets such as paid content, social media packages, research whitepapers, brochures, videos, and influencer testimonials.
- Collaborated with global leads in APJ and EMEA to localize and run Hybris Marketing Automation pilots in regions and encourage user-testing within the company.

DUCKDUCKGO, Paoli, PA

May 2017 – September 2017

### **Research Consultant**

- Created and updated a competitive intelligence map that surveys the incumbents of the technology industry with relevancy to online privacy, listing site traffic, app store rankings and usage, annual revenue, service pricing, and funding.
- Coordinated team sprints to review research and adjust focus based on which area of the privacy space was the best fit for the company to reach a mass market and expand their user base.
- Reported monthly competitive overview to the CEO to see how marketing efforts influenced KPIs against competitors.

ROAR FOR GOOD, Philadelphia, PA

May 2017 – September 2017

### **Program Lead**

- Volunteered to help build the “ROARBassador” program by producing executive communication newsletters, merchandise, incentive programs, and recruiting 50+ students in the local area to publicize the ambassador program and ROAR products.
- Partnered with Comcast NBCUniversal to purchase 200 test devices to demonstrate with in the Greater Philadelphia Area.