JAMES P. DAVANZO

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EDUCATION: TEMPLE UNIVERSITY, Fox School of Business, Philadelphia, PA
Bachelor of Business Administration, Graduation: May 2014
Major: Management Information Systems | Minor: Digital Marketing
GPA: 3.40 | Business Honors Program | University Honors Program

ACTIVITIES & AWARDS:

• Interfraternity Council Man of the Year	Apr 2014
• Secretary, Temple University Interfraternity Council	Apr 2013 – Apr 2014
• VP of Intellectual Development, Phi Kappa Theta Fraternity	Nov 2012 – Nov 2013
• Member, Phi Kappa Theta Fraternity	Nov 2011 – May 2014
• Member, Association for Information Systems	Sept 2011 – May 2014
• Member, American Marketing Association	Sept 2010 – May 2013

INFORMATION SYSTEMS PROJECTS:

• Designed a website for the fraternity Phi Kappa Theta at Temple University. The website provided visitors with information about the chapter and included a profile for every active brother and alumni.

LEADERSHIP EXPERIENCE:

PHI KAPPA THETA FRATERNITY, Philadelphia, PA   Nov 2012 – Nov 2013
VP of Intellectual Development

• Communicate with National fraternity executives to coordinate the required accreditation process.
• Counsel brothers on how to become better students by providing academic strategies and outlets throughout the university.
• Record minutes at weekly chapter meetings.

WORK EXPERIENCE:

LIQUID INTERACTIVE, Breinigsville, PA   May 2013 – Feb 2014
Strategy and Development Intern

• Integrate web-based content through a content management system and perform quality assurance testing once complete.
• Analyze the effectiveness of digital marketing strategies through web analytics.
• Design functional wireframes for websites and mobile applications.

WEGMANS FOOD MARKETS INC., Allentown, PA   Dec 2007 – May 2013
Customer Service

• Greet and assist customers at a supermarket that specializes in customer service and catering.
• Process cash and credit transactions for customers.
• Issue receipts, refunds, credits, and change due to customers.

SKILLS & LANGUAGES

• Microsoft Word, PowerPoint, Excel, Outlook
• Microsoft Visio
• Google Analytics
• WordPress
• PHP and HTML
• MySQL
• Axure