

# Jacqueline Gallen

community.mis.temple.edu/jgallen

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EDUCATION: TEMPLE UNIVERSITY, Fox School of Business, Philadelphia, PA  
**Bachelor of Business Administration, Graduation: May 2017**  
**Major: Marketing and Management Information Systems**  
GPA: 3.99 / Business Honors Program / University Honors Program  
Dean's List: Fall 2018, Spring 2019, Fall 2019, Spring 2020

## SELECTED COURSES:

Honors Introduction to MIS, Web Application Development, Data & Analytics

## ACTIVITIES AND AWARDS:

- Member, Association for Management Information Systems, September 2020
- IT Leaders Scholarship, Spring 2020
- Member, Dean's Student Advisory Council, September 2019 – present
- Member, American Marketing Association, Fall 2018 – present
- Member, Temple University Diamond Marching Band, Fall 2018 – present
- Programming Representative, 1300 Residence Hall Community Council, October 2019 – March 2020
- Member, Professional Sales Organization, Fall 2018 – Fall 2019
- 3<sup>rd</sup> place Winner, Fox Sales Challenge, December 2018
- 1<sup>st</sup> place Winner, Morning Brew Case Competition, November 2018

## INFORMATION TECHNOLOGY SKILLS:

Web Development: HTML, JavaScript  
Database Management: SQL  
Project Management: Microsoft Office, Canva, Slack

EXPERIENCE: BIJOUX FINE JEWELRY, Philadelphia, PA Jun 2019 – Aug 2019  
**Marketing Intern**

- Designed and implemented a multiple step strategic marketing plan to increase customer base, reporting and measuring processes at the half-way mark.
- Created a 531-customer database by manually entering information from paper order slips.
- Updated and reviewed the company's customer list on Constant Contact, in preparation for the creation of newsletters and promotions.

TRUMARK FINANCIAL CREDIT UNION, Fort Washington, PA Jun 2019 - Aug 2019  
**Public Relations Intern**

- Assisted and procured 92 sponsored donations for company's charitable fundraiser.
- Participated in planning and organizing the company's charity 125-person fundraiser for financial literacy.
- Prepared an approximate 300-person contact information list for press release, ensuring the most accurate contact information was available.

## SKILLS & LANGUAGES:

- French - conversational