

JAKE GREEN

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EDUCATION:

TEMPLE UNIVERSITY, Fox School of Business, Philadelphia, PA
Bachelor of Business Administration, Graduation: May 2020
Major: Management Information Systems | Minor: Entrepreneurship
Major GPA: 3.53 | Deans List, Spring 2018

ACTIVITIES AND AWARDS

- President, Entrepreneurial Students Association, 2018 – 2019
- Fox School of Business Dean’s Student Advisory Council, 2018 – Present
- Dwight H. Carey Award for Superior Student Engagement, 2019
- 1st Place (Analysis) – 6th Annual Temple University NBCUniversal Analytics Challenge, 2018
- Hollander Award Scholarship, Nancy Newcomb Foundation, 2018
- Member, Association for Information Systems, 2017 – Present
- Member, Temple University Chess Club, 2016– Present

INFORMATION SYSTEMS PROJECTS

- Elicited requirements from various stakeholders to architect an internalized database management system to track engagement in the entrepreneurial community at Temple University using Microsoft Access
- Conducted user research, evaluated stakeholder requirements, and prototyped a new web-based clearinghouse using Just in Mind to collect, organize, and showcase policy surveillance data for the Center for Public Health Law Research, located in Temple University’s Beasley School of Law
- Analyzed a variety of aggregated industry data reports in addition to provided raw datasets to research the rapidly emerging esports industry to answer the question of how media companies could better align with esports; visualized and presented findings with an infographic created in adobe illustrator

INFORMATION TECHNOLOGY SKILLS

<i>Data Visualization/Analysis</i>	Tableau, Python, Excel, R
<i>Web Development</i>	JavaScript, NodeJS, HTML, CSS, WordPress
<i>Database/Infrastructure</i>	SQL, Microsoft Office Suite, Azure, Snowflake, Hive
<i>Rapid Prototyping</i>	Just in Mind, Adobe XD

EXPERIENCE

NBCUniversal (Analytics COE; Filmed Entertainment Technology) June 2019 – Present
Media Tech Intern *Los Angeles, CA*

- Performed QA testing on 1000+ records prior to deployment of new ATM software.
- Identified and reconciled data anomalies for out of sync tables by manually evaluating records and writing SQL queries to investigate mismatches for 13 sources
- Gathered requirements and conducted UX research for the current media tech website to define the as-is to help prototype a redesign concept for the new media tech internship and associates program webpage that integrates with the new NBCUCareers template (project in progress)

Innovation & Entrepreneurship Institute (IEI) January 2017 – May 2019
Marketing & University Outreach *Philadelphia, PA*

- Analyzed prior engagement data to effectively develop and implement strategic initiatives to market entrepreneurial academic and co-curricular programs at an urban university serving 40,000 students
- Successfully coordinated with professors and other university faculty to facilitate 50+ presentations about entrepreneurial resources across various academic departments, resulting in contacts with upwards of 500 interested students
- Collected, cleansed, analyzed, summarized, and presented all relevant marketing and outreach data through dashboard development using Excel and Tableau