

# Katie Lafferty

community.mis.temple.edu/katielafferty

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EDUCATION: TEMPLE UNIVERSITY, Fox School of Business, Philadelphia, PA  
**Bachelor of Business Administration, Graduation: May 2020**  
**Major: Management Information Systems** | GPA: 3.5 | Dean's List: Fall 2016

SELECTED COURSES: Data Analytics, Data Centric Application Development, Digital Solutions Studio

## ACTIVITIES AND AWARDS:

- Finalist & Honorable Mention, Temple Analytics Challenge, Fall 2018
- Vice President (incoming), Association of Information Systems, Fall 2019-2020
- Artistic Director, Fox Student Philanthropic Society, Fall 2016 - present
- Member, Aperture Agency, Fall 2016 - present
  - Photography featured in Intimacy Gallery 2016, Culture and Tradition Gallery 2017, and Temple's annual Exposure showcases
- Member, Temple Outdoors Club, Fall 2016 - present

## INFORMATION TECHNOLOGY SKILLS:

Web Development:	HTML, CSS, JavaScript, jQuery
Database Management:	MySQL, The Raiser's Edge
Prototyping:	JustinMind
Creative:	Photoshop, Illustrator, After Effects

## EXPERIENCE:

CHILDREN'S HOSPITAL OF PHILADELPHIA, Philadelphia, PA June 2018- present

### Development Intern

- Analyze large data sets of donors and donor patterns to assist in the curation of target groups and creation of visualization aids.
- Create personalized micro-sites for our high profile donors using the platform Overture.
- Translate campaign stories to web format and design interactive content panels as a stewardship effort.
- Design training tools and materials for CHOP employees to learn working with Overture.

FOX STUDENT PHILANTHROPIC SOCIETY, Philadelphia, PA May 2017- present

### Artistic Director

- Oversee all creative operations to create a concise brand and image for a society that seeks to educate and engage students in giving back to their community.
- Design and distribute all marketing materials, including snapchat geofilters that raise awareness and increase participation, reaching on average 1600 users and retaining a usage rate of 20%.

SAXBYS, Philadelphia, PA October 2017- August 2018

### Barista

- Welcomed guests with hospitality while facilitating transactions and preparing food and drinks.
- Engaged in daily café operations with the other team members to maintain a healthy, safe environment.

## SKILLS:

- Microsoft Office Suite, Google Analytics
- Photography (35mm & digital)
- Guitar, piano, flute