

EDUCATION:

TEMPLE UNIVERSITY, Fox School of Business, Philadelphia, PA

Bachelor of Business Administration, Graduation: May 2016**Major: Marketing; Minor: MIS**

Major GPA: 3.78

EXPERIENCE:

AMERISOURCEBERGEN, Conshohocken, PA

June 2015-Present

Operations & Digital Marketing Intern

- Assist in overseeing strategic projects that are critical to the company's overall messaging efforts by communicating with internal and external associates on project status updates.
- Defined and captured multiple marketing processes inclusive of crafting a creative brief used by the brand team for all design projects, as well as outlining the Content Management System manual used to support all enterprise websites.
- Gained a thorough understanding of digital marketing tactics including social media, Content Management Systems, Search Engine Optimization, as well as building websites that support a brand strategy.
- Completed a social media analysis for multiple platforms, in which the company is restructuring its approach to social and moving forward with a number of recommendations ranging from near to long-term adjustments.
- Organized a company-wide clothing drive for Cradles to Crayons, an organization benefitting underprivileged children in the Philadelphia area.
- Prepared and executed an end of summer event for all forty-two AmerisourceBergen interns, educating them on the impact marketing has on the overall AmerisourceBergen brand.

DIAMOND DOLLARS, Philadelphia, PA

July 2013-May 2015

Student Worker

- Processed and systematized monthly vendor reports to prevent the company from being audited by faxing and filing received reports.
- Provided administrative support for an office that deals with a large volume of students daily.
- Handled inquiry phone calls for current and prospective students regarding card usage on campus.

CAREFIRST BLUECROSS BLUESHIELD, Owings Mills, MD

May 2014-July 2014

Strategic Marketing & Product Development Intern

- Performed competitive analyses on market and segment competitors in the Consumer Direct <65 market for individual health insurance.
- Formulated pricing analyses based on market research for specific products within the CareFirst region.
- Created and updated monthly enrollment/applications reports.
- Performed audits on benefit summaries contractual documents submitted to Exchanges.

QUEST DIAGNOSTICS, INC., Norristown, PA

June 2012-August 2012

Marketing Intern

- Coordinated with upper level management on a daily basis to address target marketing flaws when reaching out to patients.
- Learned computer process methods and incorporated knowledge into consumer oriented projects to better assist the company.
- Provided computer assistance to co-workers while learning operations of large healthcare insurance provider.

ACTIVITIES:

Vice President of Marketing, Temple University Supply Chain Association, Fall 2014-Present

Temple Intramural Soccer, Fall 2012-Present

SKILLS:

Microsoft Office, Umbraco, SQL, Search Engine Optimization