

EDUCATION:

TEMPLE UNIVERSITY, Fox School of Business, Philadelphia, PA

Bachelor of Business Administration, Graduation: December 2016***Major: Management Information Systems, Minor: Marketing & Leadership***GPA: 3.67 | <http://community.mis.temple.edu/kimeastlake/>**ACTIVITIES, VOLUNTEER WORK & AWARDS:**

- Member, Association for Information Systems, August 2014-present
- Member, National Society of Collegiate Scholars, April 2014- present
- Inducted, National Society of Leadership and Success, April 2015
- First Place, PwC National ARCA Intern Data Competition, August 2016
- Honorable Mention, Temple Data Analytics Challenge, November 2015
- Finalist, AIS National Competition- Data Analytics Track, April 2016
- Coordinator, Fox Computer Literacy Test, May 2015-August 2015
- Volunteer, Pig Placement Sanctuary, June 2013- August 2014

EXPERIENCE:

PricewaterhouseCoopers, Philadelphia, PA

June 2016 – August 2016

Advance Intern, Advanced Risk and Compliance Analytics Solutions

- Designed and developed dashboards using Tableau to report key performance metrics, help identify trends, and provide insight through visualizations while maintaining compliance in handling of high risk and sensitive data
- Created, verified, and analyzed business growth reports for a new business initiative for a Fortune 500 company to assist the client make more informed financial decisions and flag suspicious transactions
- Automated data transformations by creating SSIS packages in Microsoft Visual Studio and Alteryx
- Researched and finalized a report based on the impact of marketplace megatrends and the emergence of data analytics within internal audit

ATMOSFI, Philadelphia, PA

May 2015 – September 2015

Consultant

- Managed the digital marketing campaign for #WiFiTakeover, a promotional event aimed to help bring awareness to our 25+ Philadelphia clients and raise \$5,000 to support Philabundance
- Leveraged software applications such as Active Campaign, “Yet Another Mail Merge,” and Hootsuite to improve the efficiency of email and social media marketing processes
- Engaged in client onboarding activities such as delivering 5-10 minute sales pitches to small local business owners, distributing promotional flyers in high-traffic Philadelphia neighborhoods, attending industry trade shows and networking events hosted by the Department of Commerce, and advertising with interactive content and brand-specific hashtags on social media

FOX SCHOOL OF BUSINESS AND MANAGEMENT, Philadelphia, PA

May 2014 - Present

Senior Peer Advisor, Center for Undergraduate Academic Advising

- Assist 17 undergraduate academic advisors with freshman and transfer orientations, academic support workshops, graduation ceremonies, and employer networking receptions
- Lead special projects such as revamping the academic advising website, creating flowcharts of recommended course sequences, and serving as the peer ambassador for the MIS Department
- Manage the office’s front desk and file room operations by triaging walk-in appointments, answering phone calls and emails, organizing and retrieving student paperwork, and handling student complaints

SKILLS & CERTIFICATIONS:

- Technology Capabilities: Microsoft Office, Microsoft Project, Microsoft Visual Studio, Tableau, MySQL, Alteryx, SAS Enterprise Miner, JustInMind Prototyper, VMWare, SSH Secure Shell Client, and Qualtrics
- Lifesaver Certified, Temple University Wellness Resource Center, May 2014