LEIGH DAVID MCKENZIE

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EDUCATION: TEMPLE UNIVERSITY, Fox School of Business, Philadelphia, PA
Bachelor of Business Administration, Graduation: May 2016
Major: Management Information Systems
Minor: Digital Marketing
GPA: 3.36, Major GPA: 4.00 Dean's List: Fall 2013, Spring 2014, Fall 2014

SELECTED COURSES:
Digital Marketing, Data Analytics, Business Communications, Business Statistics, Managerial Accounting, Financial Management, Information Systems in Organizations

ACTIVITIES:
- Member, Association for Information Systems 2013 – Present
- Member, Intramural Soccer Team 2013 – Present

EXPERIENCE: FOX MANAGEMENT CONSULTING, Philadelphia, PA   Aug 2014 – Present
Database Administrator
- Developed a Salesforce database to manage over ongoing projects and over 500 contacts.
- Introduced software that improved workflow by linking Outlook and LinkedIn to the database.
- Produced custom reports for clients, contacts, and projects.

HUE FUSION FOOD MARKET, Philadelphia, PA   Aug 2014 – Present
Marketing Manager
- Developed a new website that reached 905 unique visitors over 3 months (158% increase)
- Generated at least 344 digital leads, including phone number and map view clicks.
- Increased Facebook 'likes' by 72.38% and Twitter followers by 933%

RAINKING SOLUTIONS, Bethesda, MD   May 2013 – Aug 2013
Research Analyst
- Conducted online research for 70+ local government and university information technology departments profiling organizational structures.
- Led the introduction of two new datasets, Chief Marketing Officers and Chief Financial Officers, across the company's existing database.
- Researched and published technology spending projects for a daily newsletter.

PRALINE RESTAURANT, Philadelphia, PA   Oct 2012 – May 2013
Marketing Manager
- Developed a new website that reached 905 unique visitors over 3 months (158% increase)
- Generated at least 344 digital leads, including phone number and map view clicks.
- Increased Facebook 'likes' by 72.38% and Twitter followers by 933%

SKILLS: Web Development: PHP, CSS, jQuery, HTML5
Adobe Suite: Photoshop, Dreamweaver, InDesign
Office Suite: Excel, PowerPoint, Word