

# Leeya Resson

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EDUCATION: TEMPLE UNIVERSITY, Fox School of Business, Philadelphia, PA  
**Bachelor of Business Administration, Graduation: May 2017**  
MAJOR: Management Information Systems  
GPA: 3.47 | Dean's List: Fall 2013 & Fall 2014

## RELEVANT COURSEWORK:

Information Systems in Organizations, Excel for Business Applications, Statistical Business Analytics, Data Analytics, Data-Centric Application Development, Social Media Innovation, Digital Design and Innovation

## ACTIVITIES:

- Member, Association for Information Systems, 2014 – present
- Peer Mentor, Academic Resource Center, 2015 – Present

## INFORMATION TECHNOLOGY SKILLS:

- Microsoft: Word, Excel and PowerPoint
- Data: R, MySQL, POM-QM for Windows 4
- Development: PHP, HTML, CSS

## EXPERIENCE:

COMCAST CORPORATION, Philadelphia, PA June 2016 – August 2016

### **Video on Demand Coordinator Summer Intern**

- Supported Editorial & Instant Video on Demand (iVOD) teams in accurate management and executed of all request for changes, additions and/or deletions of TV folder/content.
- Planned, scheduled and programmed iVOD folders within TV on Demand Structures.
- Troubleshoot TV folders/content, which included ticket filling and fixing, problem solving and identifying root cause(s) effectively.
- Utilized Content Management/Database Systems: MAX, EDDIE and VAMP.

CENTER FOR BIG DATA IN MOBILE ANALYTICS August 2015 – December 2015

### **Research Assistant**

- Researched Mobile Analytics, Big Data, the Internet of Things and other related topics
- Analyzed company case studies to gain insight into the use of Big Data and marketing analytics
- Presented research findings to distinguished business professionals from University of Chicago and University of Michigan and also to the CEO of Planalytics

NATIONAL SOCIETY OF COLLEGIATE SCHOLARS March 2014 – Present

### **Vice President of Planning to Achieve Collegiate Excellence (PACE)**

- Plan regular PACE activities such as informative assemblies, tutoring, mentoring programs and our annual “March to College” day
- Establish and maintain relationships with partner organization/school
- Recruit, train and provide ongoing support to PACE volunteers
- Solicit and implement feedback form program participants