Michael Biffen   Tuf70045@temple.edu

EDUCATION:	TEMPLE UNIVERSITY, Fox School of Business, Philadelphia, PA

Bachelor of Business Administration, Graduation: Spring 2018
Majors: Management Information Systems & Marketing

Selected Courses:
Data Analytics	Data Centric Application Development
Enterprise IT Architecture	Digital Solutions Studio
Customer Data Analytics	Application Integrated & Evaluation
Marketing Strategy	Lead Global Digital Projects

ACTIVITIES:

- Member, Association for Information System, Fall 2016-Present
- Member, Temple University's Intermural Men's Soccer Team, Spring 2015-Present
- Member, Entertainment Business Association, Spring 2016
- Member, American Marketing Association, Fall 2014 – Spring 2015

EXPERIENCE: QVC, West Chester, PA   Summer 2017
Business Planning & Analysis Intern
- Created analytical models and reports to support business solutions
- Design and presented data visualizations for senior management teams on a weekly basis
- Analyzed complex data using BI data tools
- Collaborated with programing teams to plan and develop data driven solutions
- Built a variety of quantitative models and interpreted results for weekly reports
- Monitored and analyzed business against financial plans

TIERNEY COMMUNICATIONS, Philadelphia, PA   Fall 2016
Media Intern
- Collected and analyzed relevant research data and analytics to assist in campaign planning
- Assisted with accounts such as 6ABC, Temple University, and Mainline Health
- Conducted market research from consumer and industry trends
- Developed an understanding of media math, media management software, and research tools

POCONO DOME, Sciota, PA   Summer 2016
Marketing/Web Design Intern
- Applied and tracked Google Analytics for the company's website
- Developed an effective SEO strategy for company's website
- Assisted in developing, designing, and managing company website
- Conducted both market and data research for campaigns

WYNDHAM HOTELS AND RESORTS, Shawnee, PA   Summer 2015/2016
Lifeguard & Aquatics Instructor
- Maintained the safety of patrons in and around the pool area in a diverse, fast-paced environment.
- Enforced all American Red Cross regulations and pool rules in a professional manner

SKILLS:

- Microsoft Office	
- Database Mgmt/Modeling	- R (programming language)
- Data Analysis	- Tableau
- Google Analytics	- Microstrategy
- HTML, CSS, PHP, Java Script, Python	- Web Design/Development
	- Market Research
- SQL	- Data Mining