

Michael J. Hyman

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EDUCATION

TEMPLE UNIVERSITY, FOX SCHOOL OF BUSINESS, Philadelphia, PA May 2015
Bachelor of Business Administration, Major: Marketing I Minor: Management Information Systems
GPA: Major 3.67 Cumulative 3.48 | Dean's List: Spring 2012 – Spring 2013

EXPERIENCE

USI AFFINITY, Philadelphia, PA May 2014- Present

Data Integrity Intern

- Designed comprehensive reporting metrics for the Group Benefits division to track and easily report on in/outbound calls, abandonment rates, and numerous other phone metrics.
- Analyzed big data using SQL and Microsoft CRM to query, then Microsoft Excel to polish the data in presentable information.
- Researched and presented in-depth past and present industry conditions within the insurance industry for executives to decide on new market penetration strategies.

OUTWARD BOUND, Philadelphia, PA May 2013 – Oct. 2013

Marketing/ Outreach Intern

- Managed a team of 4 photographers and 2 videographers during the Building Adventure fundraiser and executed an inexpensive method to live stream the point of view video taken by VIPs and sponsors as they rappelled down a 31 story building in Center City, Philadelphia.
- Aided in daily operations including: social media maintenance, data analytics, donation collections, and press outreach.

BENJAMIN'S DESK, Philadelphia, PA Jan. 2013 – May 2013

Assistant Community Manager

- Aided in daily operations including: social media maintenance, data analytics, email marketing, lead generation, and press outreach.
- Researched and presented marketing strategies, specifically hosting entrepreneurial speakers, to the Community Manager and CEO.

LEADERSHIP EXPERIENCE

TEMPLE UNIVERSITY RESIDENTIAL LIFE, Philadelphia, PA Aug. 2013 – Present

Resident Assistant

- Served as a mentor for Temple University residents to sustain a safe, friendly, and respectable environment through interactive programming for freshman to learn and develop.
- Handled administrative tasks including maintenance requests and incident reports for a Residential Hall of 500+ college freshman.

SKILLS

- **Software:** Salesforce, SQL, Sagitta, Microsoft Office (Word, Excel, PowerPoint, Outlook, CRM)
- **Digital Design:** Email Marketing, Marketing Surveys
- **AdWords:** Proficient with Google and Facebook AdWords
- **Other:** CPR/ First Aid/ Lifeguarding Certification 2008-2012