

PROFILE

Self-motivated team player who possesses effective communication and organization competencies coupled with proven analytical and technical problem-solving skills.

EDUCATION

Temple University, Fox School of Business, Philadelphia, PA *May 2015*
Bachelor of Business Administration - Major in Management of Information Systems

Selected Courses: Information Systems in Organizations, Enterprise IT Architecture, Data Analytics, Math for a Digital World, Digital Design and Innovation, Data-Centric Application Development, Leading Global Digital Projects, Global Business Policies.

Top 10 MIS Professional Achievement Leaders- Achieved master level of professional achievement program. Masters have gone above and beyond all the basic requirements and excelled in every category of professional development, career knowledge, networking and are expected to be stars in their careers.

3rd Place Finalist FOX Design Competition 2014- Competition included 30 teams comprised of 180 students. Teams challenged to propose solutions to create cleaner and safer Philadelphia neighborhoods by facilitating economic development and business attraction in an environmentally responsible, economically sustainable, and humanly satisfying manner. My team's solution included a city-wide school competition on website and mobile platforms to drive participation and societal change.

EXPERIENCE

Digital Marketing Intern, Boiron USA Newtown Square, PA *September 2014-December 2014*

- Boiron: World leader in homeopathic medicines with \$852 million in revenues and 3,700 employees distributing in 59 countries.
- Assisting Digital Marketing Manager with development and implementation of social growth opportunities and consumer engaging programs for all social platforms.
- Creating forms, emails, and graphics, and helping manage digital assets to increase potential revenue opportunities.
- Compiling reports and statistics for all digital marketing campaigns, contests and initiatives.
- Managing images, graphics, and emails in marketing automation platform.
- Analyzing website and social media trends using Google Analytics and Facebook Insights.

Research Intern, Boiron USA Newtown Square, PA *June 2014- August 2014*

- Utilized Vocus, Nexus, and Highrise databases to identify and build potential client contacts.
- Uploaded product information to client databases holding over 28,900 subscribers.
- Researched and presented findings for syndicated articles aimed at 700 website postings and 70 newspapers.
- Completed various projects for PR, Digital Marketing, and Education departments.

Business Analyst Intern, Oracle Corporation Redwood Shores, CA *June 2013- August 2013*

- Oracle: Hardware and software engineering company with \$38.3B revenue serving over 400,000 customers in over 145 countries.
- Reported to Regional Manager for Sales and Market Development as a member of the Oracle Direct Hardware Sales team.
- Developed and created product presentations for team development consultants.
- Developed and created 20 E-flyers to drive Oracle Open World attendance of 60,000 people.
- Organized territory and account knowledge. Assisted in identifying customer's business needs and executing plans and results.

SKILLS

Experience using: SAP, SAS Enterprise Minor, MySQL, JustInMind Prototyper and ERD Modeling

Proficient in: Microsoft Office, WordPress, HTML5, PHP

ACTIVITIES

Temple University Association of Information Systems *September 2013- September 2014*
Phi Beta Lambda National Business Fraternity of FBLA-PBL *September 2013- May 2013*
Intramural Basketball, (2014 Champions) *September 2011- May 2014*

Interests: Basketball, Baseball, Guitar, Trumpet