

Samantha M. Sederstrand

community.mis.temple.edu/ssederstrand

183 Longford Road | West Chester | PA | 19380 | 484.402.8090 | Samantha.Sederstrand@temple.edu

EDUCATION: TEMPLE UNIVERSITY, Fox School of Business, Philadelphia, PA
Bachelor of Business Administration, Graduation: May 2017
MAJOR: Management Information Systems
MINOR: Marketing
GPA: 3.38, Major GPA: 3.33

SELECTED COURSES:

Data-Centric Application Development, Lead Global Digital Projects, Digital Marketing, Business Society and Ethics, Consumer Buyer and Behavior

ACTIVITIES & AWARDS:

- Information Technology Assistant, MIS Department- Fox School of Business, Spring 2016 - present
- Communications Director, Executive Women International, Spring 2015 - present
- National Case Competition Committee Member, Association for Management Information Systems, Fall 2015 – present
- Athlete, Division I Women's Rowing, Fall 2013 – Spring 2015
- Member, American Marketing Association, Fall 2014 – present

EXPERIENCE:

PFIZER, INC., Collegeville, PA June 2015 - Present

Marketing and Communications Specialist, Pfizer Global Supply Plant Network

- Through various communication channels, was able to interact and inform 200 plus colleagues on a global scale through weekly updates and newsletters.
- Verified the current SharePoint site for public viewers looking to access items such as the PGS BT PN mission and vision, POR, and standard slide decks for each of the 55 sites.
- Created and presented a project proposal for a Shark Tank Pitch to a board of executives looking for an innovative way to market rare disease medication to the public

VOVEO MARKETING GROUP, Malvern, PA

May 2014 – August 2014

Marketing Intern

- Worked alongside a team of 5 graphic designers to develop concepts for branding and marketing ventures.
- Maintained and organized Voveo's clients as well as assisted with marketing plans and brainstormed for innovative design concepts for clients in the medical technology and start up business industries.
- Learned the facets of WordPress and other applications used to build and design websites.

CHESTER COUNTY ART ASSOCIATION, West Chester, PA

July 2011 and July 2012

Administrative Assistant

- Provided direct office aid to the board of the Chester County Art Association and facilitated communication between customers and employees.
- Used Excel proficiently to collect data and relay information from the server's main database to the Association's archives.
- Cultivated a creative environment among 65 plus campers and art teachers through projects, pottery, and other mediums.

INFORMATION TECHNOLOGY SKILLS:

Analytics:	SAS Enterprise Miner
Database Management:	SQL
Design:	iDesign, Photoshop, JustInMind Prototyper
Development:	WordPress
Project Management:	SharePoint