

Taylor R. Parry

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EDUCATION: TEMPLE UNIVERSITY, Fox School of Business, Philadelphia, PA
Bachelor of Business Administration, Graduation: May 2014 with Honors
MAJOR: Management Information Systems | MINOR: Entrepreneurship
GPA: 3.5 | Dean's List: Fall 2010, Spring 2012

SELECTED COURSES:

Social Media Innovation, Digital Design and Innovation, Data-Centric Application Development, Data Analytics, Entrepreneurial and Innovative Thinking

ACTIVITIES AND AWARDS:

Solo Travelled Southeast Asia, June 2014 – September 2014
Member, Association for Information Systems, 2012 – 2014
Member, Temple University Swim Club, 2010 – 2014
Eagle Scout – Rank achieved August 2010

EXPERIENCE:

CLAUDIA POST ADVISORS, Philadelphia, PA

May 2013 – May 2014

Research & Marketing Consultant (Intern)

- Conducted research and collected data for the preparation of project-related reports including but not limited to national bids, feasibility studies, and competitor analyses
- Interfaced directly with CEOs of accounts and maintained client relationships
- Managed a minimum of eight e-mail campaigns monthly, and tracked data using Constant Contact
- Evaluated analytics from marketing campaigns to plan and strategize future efforts

YAKITORI BOY, Philadelphia, PA

October 2012 – May 2014

Server

- Created a positive and entertaining customer experience for patrons in a high end nightclub setting
- Provided excellent customer service by coordinating food and drink orders for over 30 parties weekly
- Responsible for handling cash and credit financial transactions averaging over \$2,000 nightly

LIVE NATION STUDIOS, Philadelphia, PA

August 2011 – April 2012

iPhone Application Host

- Provided live set lists and exclusive content for Live Nation's iPhone application at three concert venues in Philadelphia, ranging from 1000 – 7000 fans
- Coordinated efforts with venue and tour management to compile set lists and verify photography credentials prior to show time
- Increased music sales for artists by linking set lists to iTunes within the application

INFORMATION TECHNOLOGY SKILLS:

Application Development: PHP
Business Management: SAP
Database Management: SQL, SAS
Office Management: Microsoft Office, Google Drive