

# ABIGAIL ALEX

Huntingdon Valley, PA, 19006 | [abby.alex416@gmail.com](mailto:abby.alex416@gmail.com) | +1-267-370-9609

## EDUCATION

### Bachelor of Business Administration: Management Information Systems

Dec 2027 (Expected)

Temple University, Fox School of Business, Philadelphia, PA

GPA 3.65

Honors: Fox Honors Program, University Honors Program

## WORK EXPERIENCE

### Business Development & Sales Intern

May 2025 - Jul 2025

Wisedoc Inc. | Philadelphia, PA

- Supported Wisedoc's presence at the NACE 2025 Conference by assisting with attendee interaction and logistics
- Introduced Wisedoc's AI resume tools to university staff, and employers in a clear, tailored manner
- Gathered and organized contact details from interested attendees to support follow-up and lead generation
- Received hands-on training in cold calling and outbound prospecting to improve lead generation and communication skills

### Marketing Intern

May 2024

Merck | North Wales, PA

- Observed in strategic marketing planning and execution through direct shadowing of senior professionals.
- Joined team meetings to enhance proficiency in marketing strategy development and implementation.
- Engaged with industry experts, gaining diverse perspectives and practical marketing knowledge.

## LEADERSHIP

### Vice President of External Affairs

Aug 2025 - Present

Delta Kappa Delta Sorority, Inc. | Temple University

- Serve on the executive board of a nationally recognized cultural and service-based sorority
- Lead outreach initiatives to build partnerships with campus organizations, community groups, and philanthropic partners
- Coordinate external communications, event collaborations, and service opportunities to enhance chapter visibility and impact
- Represent the sorority at university-wide and community events to promote cultural awareness and service missions

## EXTRA CURRICULAR ACTIVITIES

### Participant

Jan 2025 - Present

Goldman Sachs Possibilities Summit | Remote

- Selected to participate in a competitive virtual program designed to foster leadership and career development. Strengthened understanding of industry trends and career pathways in investment banking, asset management, and other financial services

### Participant

Jan 2025

Fox Global Immersion | United Arab Emirates

- Participated in an intensive global immersion program, gaining first-hand exposure to international business environments and global perspectives.
- Developed cross-cultural competencies through faculty-led engagement with foreign business environments
- Directly interacted with local community members, enhancing understanding of cultural dynamics and global perspectives

### Virtual Summer Immersion Program

Jul 2021

Girls Who Code | Remote

- Designed and developed a personal website using JavaScript, HTML, and CSS, showcasing technical skills and creativity by creating a personal website.
- Collaborated remotely with team members on projects, providing constructive feedback and contributing to successful outcomes

## CERTIFICATIONS

### Google Analytics Certification

Jan 2025

Google

- Proficient in analyzing website traffic, user behavior, and key performance metrics to optimize digital marketing strategies and improve business outcomes.

### Inside LVMH Certificate

Dec 2024

LVMH

- Completed a 30-hour LVMH online program on luxury brand management, product development, retail strategies, and innovation. Gained insights into the LVMH ecosystem and industry challenges