Amanda Castillo

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EDUCATION: TEMPLE UNIVERSITY, Fox School of Business, Philadelphia, PA
Bachelor of Business Administration, Graduation: May 2025
Major: Management Information Systems & Marketing
Overall GPA: 3.97, Major GPA: 3.2 | Dean's List: Fall 2021 - Present

SELECTED COURSES:

Honors Marketing Management, Customer Data Analytics, Consumer Buyer Behavior, Market Research, Leadership and Organization Management

ACTIVITIES AND AWARDS:

- Member, Association for Management Information Systems, 2024 – present
- Social Media Committee, Fashion & Business Organization, 2022 – present
- Marketing Committee, Association of Latino Professionals For America, 2021-present

INFORMATION TECHNOLOGY SKILLS:

Analysis:	SPSS
Software Development:	Visual Studio Code
Web Development:	HTML, CSS
Database Management:	MySQL
Project Management:	Microsoft Office

EXPERIENCE: GONGCHA, Runnemede, NJ   June 2023 – September 2023
Assistant Manager

- Facilitated operations for a franchise boba and milk tea store which serves a daily average of 75 customers
- Supervised and trained 12 employees on store procedures and over 25 drink combinations
- Coordinated employee tasks to ensure the store meets franchise, health, and safety regulations

ALTA CUCINA FOOD & PAPER SUPPLY, Glassboro, NJ   July 2021 – June 2023
Assistant Manager

- Improved customer purchasing decisions at a locally owned wholesale food and paper supply store by providing solutions and relevant industry information
- Directed and trained 4 employees on sales strategy, inventory management, and closing procedures
- Created and uploaded Facebook posts monthly to increase product and store awareness increasing page visits by 37%
- Maintained and monitored current inventory levels with +1000 items; processed purchase orders as required; tracked orders and investigated problems

SKILLS & LANGUAGES:

- Spanish – Native Proficiency
- NOCTI Retail Merchandizing Certification May 2021, Google Analytics Individual Qualification, February 2023