Abby Dorotov

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EDUCATION

Temple University – Fox School of Business and Management   **Philadelphia, PA**
Bachelor of Business Administration   **Expected Graduation:** December 2025

- **Major:** Management Information Systems **Minor**: Statistical Science and Data Analytics   **GPA** 3.89
- **Honors/Awards:** University Honors Program, Fox Honors Program, MIS Scholarship, Dean's List Fall 2022-Present
- **Relevant Courses**: UX Design, Honors Business Communications, Digital Systems, Data & Analytics, Excel for Business Applications

PROJECT

Temple University   **Philadelphia, PA**
UX Case Study – Chabad at Temple App   February 2025

- Conducted user research by interviewing 5 students to uncover event engagement challenges.
- Designed a 5-frame low-fidelity prototype in Figma to improve accessibility for Jewish student involvement.
- Developed a UX case study integrating research and design, demonstrating solutions for community-driven engagement.

EXPERIENCE

Academic Resource Center at Temple University   **Philadelphia, PA**
Peer Advisor   June 2023 - Present

- Advise 30+ new students during academic planning, resulting in a 100% satisfaction rate, by creating customized 15-credit schedules based on students' interest and transfer credits.
- Manage the front desk in person and virtually, maintaining a high level of organization and attention to detail.
- Created optimized schedules for 10 coworkers, ensuring 100% office coverage and accommodating individual needs.

LEADERSHIP & ACTIVITIES

Chabad at Temple University   **Philadelphia, PA**
President   September 2023 - Present

- Led event planning, resulting in a 20% increase in student engagement and attendance by implementing innovative digital outreach.
- Designed and managed Instagram flyers 1-3 times per week, applying user-centered design to enhance engagement and event attendance.
- Expanded social media presence by 100+ followers and reached over 6,000 accounts in six months through targeted digital marketing.

Temple AIS   **Philadelphia, PA**
Director of Mentorship **|** *Professional Development Department*   April 2024 - Present

- Established a mentorship program, boosting participation by 20% through tailored professional development opportunities.
- Launched an alumni-student program connecting upperclassmen with young professionals for industry insights and guidance.
- Managed 100 participants over both programs, ensuring clear communication of protocols, requirements, and deadlines through weekly updates for a seamless experience.

SKILLS & INTERESTS

Languages: Fluent in Russian
Technical Skills: MS Office Suite, Figma, Canva, Tableau, R Studio, SQL, Google Analytics
Interests: Travel, Fitness, Fashion, Beauty