**Alexandra McDonnell** alexandra.mcdonnell@temple.edu

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**EDUCATION**

TEMPLE UNIVERSITY – Fox School of Business, Philadelphia, PA

*Bachelor of Business Administration*Graduation: December 2025

**Major:** Information Systems | **Minor:** Business Analytics | Certificate in Film | **GPA:** 3.99

**Awards:** Dean’s List: Fall 2022 – Spring 2024, FSBM’s Dean’s Scholarship

**Selected Courses:** Data and Analytics, Scripting for Data Science, Web Application Development, Operations Management, Cloud Architecture, User Experience Design

**EXPERIENCE**

FOREVER NORTH PHOTOGRAPHY, Brick, NJ May 2024 – Present

***Director of Creative Strategy***

* Leads data-driven creative strategy and social media growth initiatives for a luxury wedding photography studio, resulting in a 250% increase in leads from social media.
* Manages a team of three, optimizing workflows for project management, asset tracking, and resource efficiency to streamline operations.
* Streamlines client communication processes using Go High Level CRM and automation tools, improving lead response times by 60%.

CLEARWAY ENERGY INC, Princeton, NJ May 2023 – Sept 2023

***Corporate Accounting Intern***

* Supported accounting team of 25+ people, working in Consolidations, Financial Reporting, and Fixed Assets for a leading publicly traded energy infrastructure investor.
* Manage fixed assets using the PowerPlan system, inputting retirements, asset completions, and depreciation adjustments on 40+ assets.
* Optimize lease accounting procedures by developing 25 OneStream tabs in Excel workbooks for calculations, reducing manual data entry requirements.
* Conduct detailed reconciliations between SAP, PowerPlan, and OneStream, ensuring data integrity and consistency across financial systems.

**ACTIVITIES**

* **Assistant Wedding Photographer**, Saltwater Studios Aug 2023 – Present
* **Vice President of Leadership,** Alpha Phi Omega May 2023 – Jan 2024
* **Member**, Temple Climbing Club Jan 2024 – Present
* **Member**, Association for Information Systems Sep 2024 – Present

**SKILLS**

**Software**:SQL, Python, AWS, Tableau, SAP, OneStream, Excel, Salesforce, JavaScript, Figma, Adobe Suite