

ALISON PARK

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EDUCATION

TEMPLE UNIVERSITY – Fox School of Business, Philadelphia, PA

Bachelor of Business Administration

Graduation: December 2025

Major: Management Information Systems | Minor: Statistics, Data Science | GPA: 3.6

Technical Skills: HTML, jQuery, AJAX, JSON, CSS, JavaScript, Node.js., MySQL, Azure, MongoDB, R, Python, Excel, CRM, ETL, Tableau, AWS, Lambda, CloudFront, DynamoDB, RESTful API's, Jenkins, Splunk, Agile, AMS.

LEADERSHIP

Vice President, Association for Information Systems

May 2024 – Present

Director of Academic Affairs, Temple Student Government

May 2024 – Present

Information Technology Assistant, MIS Department

January 2024 – Present

- MIS 3406: Cloud Architecture
- MIS 2101: Digital Systems
- MIS 5203: Systems and Infrastructure Lifecycle Management

Robotics & Coding Volunteer Instructor, Heights Philadelphia

January 2024 – Present

Orchestral Section Principal, Various Organizations.

August 2018 – December 2023

PROJECTS

Pennsylvania Turnpike Toll Calculator, Cloud Architecture.

- Migrated current toll system to cloud native technologies including RESTful APIS, AWS Lambda, and microservices to handle traffic up to 400% normal volume.
- Utilized RESTful API's to successfully call AWS Lambda functions to a web server. The web server interprets and responds to the data sent within or retrieved from a NoSQL database within a 15 second timeout, parsing it into a JSON formatted object.
- Assessed security requirements and potential threats to the NoSQL RDS Toll Database by configuring private subnets within the Virtual Private Cloud (VPC) to isolate the database from external access.
- Implemented security groups to control inbound and outbound traffic to the database, restricting access to authorized sources.

UNIVenture, User Experience Design.

- Led a team of three in developing an innovative e-commerce application aimed at fostering sustainability and student success.
- Created the user persona of Tanya and journey maps to visualize and empathize with the target audience through user interviews to gather insights into user preferences and behaviors towards sustainable initiatives and practices.
- Spearheaded market research efforts to identify existing challenges, resulting in the creation of solutions that effectively reduce University Street litter through incentivized upcycling programs.

EXPERIENCE

WELLS FARGO, Philadelphia, PA

June 2024 – August 2024

Summer Analyst, Enterprise Technology Audit Group- Consumer Digital

- Applied fundamentals of financial services, auditing, and risk analysis by contributing to a dynamic audit team using internal policy and methodology.
- Analyzed 30+ different technology controls to ensure cyber security measures effectively mitigate operational risks and ensure compliance.
- Nominated as project lead for a team of interns to oversee the project development ensuring each idea was heard while aligning each idea into one cohesive vision.

BEATS BY DRE, Remote

May 2024 – June 2024

Business Analytics and Marketing Strategy, Consumer Insights

- Developed data-driven branding strategies that align with business objectives, staying ahead of trends and pitched innovative tactics from market research to target the Gen-Z audience.
- Leveraged advanced functions and formulas from data analysis tools including Excel, MySQL, and Tableau to extract actionable insights from large datasets.

STARBUCKS COFFEE, York PA

August 2021 – August 2022

Barista Trainer

- Mentored 20% of new hires on best practices, company culture, and personal guides to assist in their learning knowledge of over 180 custom beverages.
- Increased efficiency in order-times by 30% through challenging the status-quo while raising awareness on how the store could drive efficiency while maintaining quality.

