

# 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: Business Analytics | GPA: 3.57

## EXPERIENCE

WELLS FARGO, Philadelphia, PA

June 2024 – August 2024

*Summer Analyst*, Enterprise Technology Audit Group

- Assessed consumer banking applications in technical analysis cycles to create risk management checks with innovative solutions.
- Processed 42+ Visio charts to assess workflow and data privacy documentation to implement digital solutions to mitigate risk.
- Collaborated with Technology teams on 5+ Audits to align with the Technology Scrum sprint to meet business requirements.
- Nominated as project manager; taking initiative to leverage problem-solving, creativity, and meeting of each deliverable.

BEATS BY DRE, Remote

May 2024 – June 2024

*Business Analyst*, Consumer Insights

- Extracted actionable insights with Tableau analytical tools for scalable solutions to collect data on Gen-Z speaker usage.
- Identified relevant stakeholders and constructed a plan to apply new technologies into the speaker design.
- Conducted business analysis structured around market research, social media trends, and Gen-Z interviews; reporting data to drive design discussions.
- Partnered with consumer insights team to implement analytical forecasting and data driven guidance to improve PIL design.

TEMPLE UNIVERSITY ITS, Philadelphia, PA

August 2023 – February 2024

*Data Quality Analyst*, Application Support

- Organized 500+ records daily to analyze data on prospective student's records hosted in CRM systems.
- Identified 77+ potential student duplicate records through ETL processes to maintain data requirements and efficiency.
- Proofread academic documents by querying the student record with transcript demographics, validating 10+ sources per record.

STARBUCKS COFFEE, York, PA

August 2021 – August 2022

*Barista Trainer*

- Formulated a customized training plan for 20% of new hires to personalize and support the knowledge of 180+ custom beverages.
- Guided a team of 7 baristas to communicate status and progress, increasing efficiency in order times by 30%.
- Coordinated the simultaneous craft of 4+ coffees, communication with guests, and window to organize multiple priorities while working under pressure within a fast-paced environment.

## PROJECTS

*Pennsylvania Turnpike Toll Calculator*, Cloud Architecture

- Migrated current Pennsylvania toll system to cloud native technologies to handle traffic up to 400% normal volume.
- Leveraged RESTful APIs to call AWS Lambda functions, enabling the web server to process SQL database data and respond with JSON within 15 seconds.

*Grocery Store Promotion Strategies*, Data & Analytics

- Optimized association rule data mining using python to identify descriptive statistics; optimizing strategic product placement and store layout.
- Applied advanced statistical techniques with a 27,800-record database to deliver statistics across a cross-functional team.

## LEADERSHIP RECORD

*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

*Robotics & Coding Volunteer Instructor*, Heights Philadelphia

January 2024 – Present

*Orchestral Section Principal*, Various Organizations

August 2018 – December 2023

## TECHNICAL SKILLS:

Programming Languages: HTML, jQuery, AJAX, JSON, CSS, JavaScript, Node.js., MySQL, Figma, MongoDB, R, Python, Excel, CRM, Tableau, AWS, Lambda, CloudFront, DynamoDB, RESTful API's, microservices, XML, SQL, PowerBI, Azure.