

# 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: 3.6

Awards: 1<sup>st</sup> & 2<sup>nd</sup> Place Categories- AIS National UN Goals Software Innovation Challenge, 3<sup>rd</sup> Place MIS 3502 Showcase.

Honors: National Panelist for AIS Student Success Panel, MIS Grandmaster Badge, Dean's List- Fall 2024, Diamond Scholarship.

## EXPERIENCE

TEMPLE UNIVERSITY MIS DEPARTMENT, Philadelphia, PA

August 2024 - Present

*Information Technology Assistant*, Cloud Architecture

- Guided the development of a serverless PA Turnpike Calculator using AWS Lambda, ensuring efficient workflows and scalability.
- Educated students on leveraging AWS services, including EC2, API Gateway, and infrastructure optimization, to meet technical goals.
- Identified and resolved misconfigurations in RDS, S3 policies, and subnet settings, improving database performance and system reliability.
- Debugged Node.js code and its interaction with client-side code to ensure seamless functionality and integration.

WELLS FARGO, Philadelphia, PA

June 2024 – August 2024

*Summer Analyst*, Enterprise Technology Audit Group

- Evaluated consumer banking and cloud applications for best risk management and cybersecurity practices.
- 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 team lead; 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 to analyze consumer trends and speaker usage patterns among Gen-Z audiences.
- Engaged with stakeholders to gather technical and business requirements, translating their feedback into data-driven solutions that informed PILL design strategies.
- Conducted market research on media trends and consumer interviews, translating findings into strategic design recommendations.

STARBUCKS COFFEE, York, PA

August 2021 – August 2022

*Barista Trainer*

- Implemented a tailored training plan for 20% of new hires, enhancing their knowledge of 180+ custom beverage options.
- Led a team of 7 baristas to streamline communication, resulting in a 30% increase in order fulfillment efficiency.
- Managed competing priorities by coordinating the simultaneous preparation of 4+ beverages, maintaining guest satisfaction, and ensuring smooth operations under pressure in a high-paced environment.

## PROJECTS

*Symphonia*, Web Service Programming

- Designed and deployed a cloud-based music therapy application to address mental health and developmental challenges.
- Conducted interviews with music therapists to inform application design and ensure alignment with therapeutic use cases.
- Engineered emotion analysis models by integrating behavioral patterns, color theory, and situational trends into data-driven insights.
- Integrated YouTube Data v3 API and optimized SQL queries for seamless real-time responses via RESTful endpoints.

*Grocery Store Promotion Strategies*, Data & Analytics

- Applied association rule mining techniques using Python to derive insights for product placement optimization.
- Analyzing 27,800+ transaction records with statistical methods to inform product merchandising strategies across teams.

## LEADERSHIP RECORD

*Vice President*, Association for Information Systems

May 2024 – Present

*Director of Academic Affairs*, Temple Student Government

May 2024 – Present

*Robotics & Coding Volunteer Instructor*, Heights Philadelphia

January 2024 – August 2024

*Orchestral Section Principal*, Various Organizations

August 2018 – Present

## TECHNICAL SKILLS:

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