

# Cheyenne Harris

Washington, D.C. | Philadelphia, PA

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## EDUCATION

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### Temple University

BBA in Management Information Systems

Philadelphia, PA

Expected Graduation: May 2029

- Relevant Coursework: Honors Digital Systems, Honors Leadership and Organizational Management
- Activities: Fox School of Business Honors Program, University Honors Program, Association of Information Systems, and American Marketing Association
- Achievements: Temple University Provost Scholarship, Dean's List (Fall 2025)

### Elizabeth Seton High School

GPA: 4.3

Bladensburg, MD

May 2025

- Awards: Presidential Award for Academic Excellence (2022 – 2025), Maryland Merit Scholastic Award, Elizabeth Seton's Scholar's Program, Clarkson University High School Achievement Award, Special Recognition for Outstanding Achievement Award

## WORK EXPERIENCE

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### Resnick Academic Support Center

Student Athlete Academic Tutor

Philadelphia, PA

January 2026 - Present

- Providing individualized one-on-one tutoring to NCAA Division I student-athletes in a range of business-related subjects
- Supporting athletes in developing effective study strategies, time management techniques, and exam preparation skills
- Collaborating with academic advisors to monitor progress, address academic challenges, and promote academic success

### News Corp

Digital Product AI Strategy Extern

September 2025 – November 2025

- Conducted research on demographics to develop user profiles, informing product direction and feature prioritization
- Designed and deployed surveys to capture consumer needs and preferences, analyzing results to guide product improvements
- Created product-focused reports and presentations that synthesized research insights into actionable recommendations

### MetaFact Athletics

Media Intern

Bowie, MD

December 2024 - Present

- Capturing 100+ photos for George Washington University's Women's Basketball team, boosting brand visibility
- Produced 200+ of digital media content for Southern High School athletics, increasing audience interaction across platforms
- Delivered 700+ photos and graphics for Elizabeth Seton's athletics, increasing viewership and audience engagement

### Prince George's Community Television

Marketing and Production Intern

Largo, MD

June 2025 - August 2025

- Created five podcast episodes through conception, scripting, set design, and editing, managing the full content lifecycle
- Produced five social media assets, including two promotional videos, to drive discovery and traction for podcast episodes
- Operated broadcast equipment to support live and pre-recorded productions, ensuring smooth execution of on-air content

## PROFESSIONAL DEVELOPMENT ACTIVITIES

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### Sue's Market

Cherry Student Consultant

Philadelphia, PA

September 2025 – December 2025

- Conducted a comprehensive website audit and redesign to improve usability, user flow, and conversion to boost engagement
- Developed brand graphics across digital and print platforms to strengthen visual identity and market presence
- Enhanced social media strategy to support brand growth, increase digital touchpoints, and improve audience engagement

### Innovation and Entrepreneurship Institute

Social Impact Competition Candidate

Philadelphia, PA

September 2025 – October 2025

- Formulated a product concept supported by market research to provide targeted resources for single parents in Philadelphia
- Conducted a competitive analysis and developed a strategic plan, using unique marketing positioning to differentiate
- Created visualizations, including charts and a business proposal, to communicate our problem and solution to stakeholders

## SKILLS

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- **Technologies:** Google Suite, Microsoft Suite, Canva, Adobe Creative Suite, DSLR Camera
- **Certifications:** Google Analytics Individual Qualification