

Idaya D Dawson

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EDUCATION

Temple University – Fox School of Business, Philadelphia, PA

Bachelor of Business Administration

May 2028

Major: Management Information Systems | Minor: Digital Marketing | GPA: 3.6

TECHNICAL SKILLS

Project Management: Microsoft Project, Word, Excel, PowerPoint, Google Docs, Tableau Desktop, MySQL, Lua Programming

EXPERIENCE

Chick-fil-A, Philadelphia, PA

Front of House Team Member

May 2025 – Present

- Serve food and drink orders to 500+ guests daily at a purpose-driven fast-food company
- Adapt to errors in fast-paced environment, maintaining consistent order accuracy and attention to detail during rush hours
- Communicate with patrons to purchase limited-time menu items, achieving the highest number of sales out of fellow Team Members and increasing the products' sales by 5%

EXTRACURRICULAR EXPERIENCE

Member, Association for Information Systems

January 2026 – Present

Member, American Marketing Association

January 2025 – April 2025

PROJECT EXPERIENCE

Marketing Simulation Analysis, Marketing Management

September 2025 – December 2025

Team Lead

- Managed a team of 5 to create a new shoe design for a simulated business
- Designed a marketable product name, advertisement, and logo, increasing customer satisfaction by 24%
- Researched competitor's market decisions to properly adjust the business's financial decisions, increasing our revenue by 16%

Business Case, Leadership and Organizational Management

August 2024 – November 2024

Team Member

- Constructed a PowerPoint on the investment value of a musician's business career
- Analyzed competitors to compare musicians' public relations, strategic partnerships, and virality to confirm the artist's projected career value

SKILLS

Software: Microsoft Word, Excel, PowerPoint, Outlook, Google Docs, Slides, SQL, Tableau Desktop

Languages: Basic proficiency in Spanish