

Jane E. Kobylinski

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EDUCATION: TEMPLE UNIVERSITY, Fox School of Business, Philadelphia, PA
Bachelor of Business Administration, Graduation: May 2024
Majors: Management Information Systems / Marketing
GPA: 3.72

SELECTED COURSES:

Data and Analytics	Web Application Development
Business Communications	Leadership and Organizational Management

ACTIVITIES AND AWARDS:

- Director of External Communications, Am. Marketing Association, April 2022—Present
- Consultant Project Manager, Am. Marketing Association, January—May 2022
- Member of the Month, Am. Marketing Association, September 2021
- Bid Day & Insignia Chairs, Delta Phi Epsilon, January 2022—Present
- Dean's List, Fox School of Business, Fall 2020, Spring 2021
- University and Fox Honors Program, Temple University, August 2020—Present

EXPERIENCE:

American Marketing Association, Temple University August 2021—Present

Director of External Communications

- Set chapter-wide goals, as well as committee specific goals, keep track of these goals in a quantitative manner
- Prepare monthly newsletters depicting chapter activities, mail to sponsors, alum, students
- Produce Year in Review document using InDesign to demonstrate chapter achievements

Consultant Project Manager

- Spread awareness of Queue app through social media and on campus marketing strategies
- Organize and lead a team of six students to accomplish these goals
- Communicate in a timely manner with client

SKILLS & LANGUAGES

- Proficient knowledge in Microsoft, SQL, JavaScript, HTML, Tableau, and Adobe
- Experience using social media applications and emailing for business ventures
- Interest in business analytics, website design, digital marketing, and information systems

INTERNSHIP OBJECTIVES:

- Work with an organization to gain real world experience regarding systems and processes
- Work with experienced professionals to grow as a working individual
- Learn about skills to engage in a real-world client relationship