Jaylon D. Hodge

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EDUCATION
Temple University- Fox School of Business, Philadelphia, PA
Bachelor of Business Administration   Graduation: May 2024
Major: Management Information Systems | GPA: 3.79
Awards: Dean's List, Fall 2021, Spring 2022, Fall 2022, Spring 2023
Selected Courses: Cloud Architecture, User Experience, Lead Global Digital Products, Web Service Programming

TECHNICAL SKILLS

Web Development: JavaScript, jQuery, HTML, CSS, Figma, WordPress, (familiar with Python)
Analysis: Google Analytics, Tableau
Database Management: MySQL, Pinnacle AI & HubSpot CRMs, (familiar with MongoDB, JSON)
Project Management: Information Technology Services, Microsoft Office, Agile Methodology

EXPERIENCE
Agora World, Philadelphia, PA   June 2023 –Present
Sales Operations Intern, Sales & Development Teams
- Created and implemented automated workflows and email campaigns using Pinnacle AI CRM software which enhanced operational efficiency and improved overall user experience
- Conducted usability tests for Agora World stakeholders to enhance platform suitability, elevating customer value
- Created a story map, visualizing and prioritizing user stories to discover and fulfill the needs of Agora World's end users

Temple University – Fox School of Business, Philadelphia, PA   August 2022 –May 2023
Information Technology Assistant (ITA), MIS Department
- Assisted students with homework assignments and exam preparation for MIS Digital Systems course with 100+ students
- Provided instructional guidance on completing JavaScript coding challenges
- Reinforced learning concepts by utilizing a variety of methods including stories, discussions, and role playing to better help students understand course material

HERSHEY ENTERTAINMENT & RESORTS COMPANY, Hershey, PA   May 2022 – August 2022
Store Lead, Retail Department
- Provided guest service to approximately 500,000 customers through the proper training of new team members within Hersheypark's largest retail store, Supply Co.
- Maintained store layout in accordance with the Area Manager and provide feedback on product assortment within the retail location by understanding the needs of our guests
- Assisted inventory management with the movement of products from the on-site warehouse into store inventories

ACTIVITIES
PRO Ambassador, MIS Department   August 2023 – Present
Mentor, Association for Information System   January 2023 – Present
The Stepping Stones Group Member, Association for Information Systems   September 2022 – Present
Member, Association for Information Systems   September 2022 – Present
Treasurer, Student Organization of Caribbean Awareness (SOCA)   August 2022 – Present