

Jacob T. Trump

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EDUCATION

TEMPLE UNIVERSITY— Fox School of Business, Philadelphia, PA

Bachelor of Business Administration

Graduation: May 2027

Majors: International Business conc: Marketing | Management Information Systems | **GPA:** 3.28

Awards: Dean's List: Fall 2023

ACTIVITIES

D1 Student Athlete, Men's Rowing

August 2023 – Present

Founding Events Chair, Temple Swing

February 2024 – Present

Camp Councilor, Camp Joy

July 2022 + July 2023

PROJECTS

Samsung Marketing Case Competition,

January 2024

- Spearheaded a semifinalist-winning 5-slide strategy to boost Gen Z's perception of Samsung, using market research, cross-industry trends, and psychological insights to create an inclusive scalable marketing plan for awareness. Proposed Apple integration technology.

BELABS AI-Powered Feedback Tool

- Led a cross-functional team in a comprehensive market analysis of AI tools for HR, evaluating 100+ platforms to identify impactful market gaps worth \$1.6 billion.
- Facilitated 2 focus groups and designed surveys for 80+ participants, gathering actionable insights to inform and refine tech product development strategies.

EXPERIENCE

TEMPLE UNIVERSITY ELITE OWL FUND - Philadelphia, PA

August 2024 – Present

Founding Student Intern

- Pioneering an NIL education, software support system, and rebranding plan to lead individual athletes and 19 D1 sports teams to claim sponsorships and partnerships.
- Expanded EOF outreach through building and maintaining a network to the 19 sports teams fostering engagement through individual communication and 9 meetings annually.

BE LABS, Hybrid - Knoxville, TN

May 2023 – August 2024

DEI Consulting Intern

- Managed DEI initiatives and projects for clients ranging from 20 to 10,000 employees, collaborating with executives and councils on tech integrations for HR and communications.
- Facilitated 2-6 hour in-person and virtual workshops, along with weekly meetings, with executives, councils, and employees to drive targeted DEI efforts.

SKILLS

Software: Microsoft Word, Excel, PowerPoint, SQL, Pandas,

Languages: Basic Japanese, Basic Python, Basic JavaScript