

Lauren N. Quinn

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EDUCATION:

Temple University – Fox School of Business, Philadelphia, PA

Bachelor of Business Administration

Graduation: May 2023

Majors: Management Information Systems & Marketing | **GPA:** 3.93

Honors: Fox Honors Program | University Honors Program

Awards: Provost's Scholarship | FSBM Scholarship | Brennen Scholarship | Dean's List, Fall 2019 – Present

Selected Courses: Data and Analytics, Web Application Development, User Experience Design, Cloud Architecture

ACTIVITIES:

Chair of Events, Association for Information Systems

May 2021 – Present

Associate, Optimize Consulting Group

Jan 2021 – Present

Student Consultant, American Marketing Association

Sept 2019 – Present

Information Technology Assistant, Temple University Fox School of Business

January 2021 – May 2021

Case Competition Team Member, American Marketing Association

May 2020 – May 2021

Mentor, Business Honors Student Association

May 2020 – January 2021

TECHNICAL SKILLS:

Web Development: JavaScript, HTML, CSS, WordPress

Analysis: Google Analytics, Google Ads, Facebook Ads Manager

Database Management: SQL, MongoDB

UX Design: Balsamiq, Figma

Project Management: Microsoft Office, Google Suite, Slack, Salesforce, Jira, Airtable, Zendesk

PROJECTS:

Exploring COVID-19 API, Web Application Development

- Developed proof-of-concept JavaScript program to retrieve and analyze global COVID-19 case data from an API

EXPERIENCE:

DECISIVEDGE, LLC, Newark, DE

May 2021 – Present

Technical Delivery Intern

- Manage software development projects for 4+ clients at global technology consulting company
- Oversee project deliverables using Scrum methodology to optimize budget, timeline, and developer resources
- Perform end-user testing and redevelop user interface with wireframes to optimize user experience for corporate finance portal
- Develop 7+ pages on company WordPress site to enhance SEO and establish Google Analytics click-through tracking
- Communicate with clients daily on project expectations, scope, and modification requests

TEMPLE UNIVERSITY, Philadelphia, PA

May 2021 – Present

Diamond Peer Teacher, Fox School of Business MIS Department

- Support curriculum development and instructional guidance for MIS Digital Systems course with 100+ students
- Research & restructure course content to reflect relevant changes in the tech industry resulting from COVID-19
- Assist students with in-class activities, homework assignments, and exam preparation
- Create 10+ virtual JavaScript coding & debugging tutorials to assist with student comprehension and problem-solving

MY GYM PHILADELPHIA, Philadelphia, PA

October 2019 – December 2020

Digital & Social Media Marketing Manager

- Managed digital advertisements and social media presence for 2 children's fitness center locations with 200+ enrolled members
- Oversaw a combined monthly \$1,000 digital advertisement budget for both gym locations
- Increased social media advertisement engagement by 200% in first 6 months