

EDUCATION

TEMPLE UNIVERSITY – Fox School of Business, Philadelphia, PA

Bachelor of Business Administration**Expected Graduation: May 2025****Major:** Management Information Systems | GPA: 3.65**Awards:** Multiple Fox School of Business Academic and Terms Scholarships**SUMMARY**

Passionate problem-solver with a background in MIS, always looking for ways to use data analytics, market research, and user-focused design to build real, useful solutions. Loves turning ideas into impact by working closely with others and thinking creatively.

TECHNICAL PROJECTS**Your Daily Affirmations****May 2025**

- Developed a full-stack affirmation web app using HTML, CSS, JavaScript, SQL, and AWS Lambda, enabling users to log in securely, retrieve new affirmations, and save favorites in a personalized list.
- Designed immersive CSS animations (animated stars, planets, and floating affirmation container) to enhance user mood and create an emotionally engaging, visually dynamic experience.
- Built and deployed a serverless API endpoint using AWS Lambda to deliver randomized affirmations on-demand, supporting real-time interaction and data tracking through SQL database integration.

Foundera**November 2024**

- Redesigned a beauty-tech platform to reduce visual clutter and improve user navigation, creating a seamless and intuitive experience for busy, self-sufficient users.
- Led usability testing with real-world tasks uploading selfies, finding skin tone matches, and connecting with beauty experts to validate and refine design decisions.
- Developed high-fidelity prototypes in Figma, incorporating familiar social media UI patterns to boost user engagement and ease of use.

Toll Calculator**May 2024**

- Developed a toll and travel cost estimator using the Distance Matrix API to streamline route planning.
- Built and deployed a responsive web interface on AWS CloudFront, showcasing cloud infrastructure knowledge.
- Created a video demo to walk users through the tool, emphasizing clarity and technical communication.

EXPERIENCE

THE PHILADELPHIA BEAUTY BIRDS, Philadelphia, PA

Co-President**May 2024 – Present**

- Lead and manage a team of beauty enthusiasts, achieving a growth of 80 plus members over four months through targeted workshops and strategic partnerships.
- Create a supportive, inclusive environment where members use beauty skills to give back to the community through volunteer events, such as makeup tutorials for underserved groups.
- Develop and organize workshops and beauty fairs, collaborating with Dior and other brands to enhance member skills and community impact.

EASY ACCESS UNDERWEAR, Philadelphia, PA

October 2023 – April 2024**Product Marketing Intern**

- Conducted market research using survey and customer feedback data to influence feature rollouts and campaign strategies.
- Drafted blog posts and internal guides to communicate technical product changes and benefits clearly.
- Collaborated on the creation of data documentation for new customer segmentation models.

SKILLS & LANGUAGES**Software:** AWS (CloudFront), Node.js, HTML/CSS, JavaScript, MySQL, Python, Figma, Tableau, Git, Distance Matrix API, Microsoft Office, AutoCAD, SolidWorks.**Languages:** French and Fula, Advanced.**Certifications:** Google Analytics for Beginners, Introduction to JavaScript.