

# MAGGIE LUONG

community.mis.temple.edu/mluong

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EDUCATION: TEMPLE UNIVERSITY, Fox School of Business, Philadelphia, PA  
**Bachelor of Business Administration, Graduation: May 2023**  
**Major: Management Information Systems**  
Overall GPA: 3.96 | Dean's List: Fall 2019 - Present

## SELECTED COURSES:

Honors Digital Systems, Becoming a Transformational Leader, Introduction to Risk Management, Leadership and Organizational Management

## ACTIVITIES AND AWARDS:

- Attendee, Out for Undergrad, Fall 2020 and Spring 2021
- Member, Temple Consulting Club, Fall 2020 – Present
- Member, Women in Finance, Fall 2020 – Present
- Operations, Wharton Alliance, Fall 2020 – Present
- Attendee, PNC's Women in Business Summit
- Recipient, President's Scholar, Fall 2019

## INFORMATION SYSTEMS PROJECTS:

- Conducted, collected, and reported geographic data by utilizing Census reports to create a heat map for the Mexican Cultural Center
- Mitigated \$4,000 net loss by designing and instituting an effective CRM log through managing and organizing consumer data across all platforms

## INFORMATION TECHNOLOGY SKILLS:

Project Management: Google Applications, Microsoft Office

EXPERIENCE: Amtrak, Wilmington, DE January 2021 – Present  
**Safety Communications Intern**

- Researches and audits the Safety Department's Twitter and Facebook accounts to provide recommendations for future social media content
- Develops and presents nationwide campaigns about railroad safety and crisis communications to Senior Management and Executives
- Increased engagement by 50% on Twitter and Facebook through managing and posting informative content

GripTape, New York, NY August 2019 – December 2020

### **Social Media Consultant**

- Monitored, analyzed, and reported key performance indicators for a non-profit organization that supports youth across the county
- Increased social media impressions by 1.1 million impressions and followers by 20% by analyzing data and designing effective engagement plans
- Created and scheduled content to develop brand awareness, generating over 130,000 reaches and 3,000 likes across all social media platforms

## SKILLS & LANGUAGES:

- Mandarin – conversational
- Cantonese – conversational