Owen Lodwig

owenlodwig@gmail.com | LinkedIn

EDUCATION

Temple University – Fox School of Business and Management   **Philadelphia, PA**

Bachelor of Business Administration May 2026

- **Majors:** Management Information Systems, Marketing | **Cumulative GPA:** 3.65, **Marketing GPA:** 3.87, **MIS GPA:** 3.67
- **Organizations:** Cherry Consulting, Association for Information Systems, American Marketing Association

PROFESSIONAL EXPERIENCE

Burlington Stores, Inc. | *Planning and Allocation Analytics Intern*   **June 2025 – August 2025**

- Developed and analyzed business intelligence reports to evaluate sales, inventory, and allocation trends across store clusters, driving improved data-driven decision-making
- Identified and documented IT control gaps, risks, and data inconsistencies within Oracle Retail, Power BI, and Allocation Management Systems.
- Delivered performance dashboards and risk reports to buying and planning teams, highlighting sales trends, inventory risks, and control testing outcomes.
- Leveraged Oracle Retail Systems, Power BI, and Allocation Management tools to generate actionable insights for risk mitigation and operational efficiency.

Insomnia Cookies, LLC | *Web Solutions Intern*   **June 2024 - December 2024**

- Assisted the development and launch of Insomnia's first self-service ordering platform, coordinating cross-functional teams to launch company-wide. https://corporategifts.insomniacookies.com/
- Implemented user authentication, payment validation, automatic inventory updating, and backend data syncing.
- Performed IT risk assessment identifying bugs, inappropriate accesses within the company, data asymmetries, and documented all individual findings.
- Conducted advanced data analytics using Excel pivot tables and MySQL to assess regional performance and provide insights for the B2B Sales Department.

EXTRACURRICULAR DEVELOPMENT

Cherry Consulting | *President*   **May 2024 – May 2025**

- Oversaw strategic consulting projects performing data visualization, marketing analytics, and business intelligence dashboard creation using Tableau and Excel for executive decision-making.
- Orchestrated 80+ student consultants, 14 project managers, account managers, and creative directors to carry out respective tasks for each project.
- Obtained 14 clients across two semesters for Temple University's student-run nonprofit marketing firm under the American Marketing Association including Playa Bowls, Vanna Health, Land of a Thousand Hills, and more.

Project Manager   **January 2024 – May 2024**

- Executed extensive internal audit leading to pricing strategy, menu redesign, social media takeover, and off-site event and promotions planning and management.
- Led a team of 20 student consultants to perform marketing services for a local restaurant.
- Built market segmentation reports and KPI dashboards using Excel, Tableau, and survey analysis.

SKILLS AND RELEVENT COURSEWORK

- Web & Systems Development: Self-service portals, user authentication, backend sales integration.
- IT Risk Assessment: ITGC's, Access Controls, Change Management.
- Data Analytics: SQL (DQL, DML), Python (Pandas, JSON, decision trees), Excel (pivot tables, regression tools).
- Cloud Infrastructure: Intro to AWS/Azure, designing cloud-based architectures for scalable systems.
- Database Management: ERD Modeling, Schema Design, Normalization.
- Sales: Outreach, Prospecting, Regional Management, Account Management