

Joseph O'Rourke

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Education

Temple University

1801 N Broad St, Philadelphia, PA

Bachelor of Business Administration: Management Information Systems

2028

GPA: 3.63

Relevant coursework: Digital Systems I Legal & Ethical Reasoning In Business

Southern Lehigh Senior High School

Center Valley, PA

Captain of Men's Varsity Volleyball: Fostered a culture of accountability and resilience, motivating teammates to consistently meet and exceed performance expectations

2024

Social Media Manager of FSA: Developed and executed social media strategies to promote FSA's mission, events, and initiatives

Experience

Student Worker

1900 N 13th Street, Philadelphia, PA

Charles Library

January 2025 - Present

- Microsoft Excel to manage inventory, track book requests, and generate reports for improved operation
- Process check-ins, check-outs, and interlibrary loan requests
- Support library staff with data entry and organization of collections
- Conduct basic troubleshooting of library technology, including printers, scanners, and digital catalog systems

Server Assistant

7001 PA-309, Coopersburg, PA

Casa Toro Mexican Grill

June 2023 - August 2024

- Communicate with servers and kitchen staff to ensure accurate and timely food delivery
- Provide excellent customer service by responding to guest requests and anticipating their needs
- Utilized POS systems to assist servers with order management and ensure accurate billing
- Ensured data accuracy when handling customer orders, payments, and special requests

University Projects

Independent Research Paper on Gen-Z's Effect On Marketing

November 2024 - December 2024

- Conducted in-depth market research on Gen Z's consumer behavior and digital engagement trends
- Role: Authored an analytical report on marketing strategies that target Generation Z's engagement
- Technologies Used: Microsoft Word
- Outcome: Delivered actionable recommendations that guided a hypothetical digital marketing strategy to specifically target Generation Z consumers

Activities

Club Mens Volleyball

August 2024 - Present]

- A student-run team playing at a fun but high collegiate level with two practices a week
- Skills Developed: Leadership and management of coordinating a team, negotiation skills for securing our practice venues and tournaments, and social media management to promote the team and attract players and sponsors

Additional

Language Skills: English

Technical Skills: Python, HTML, CSS, MS Excel

Volunteer Experience: Citizen Archivist for the National Archives

- Transcribed, tagged, and indexed historical documents to improve accessibility

Interests/Hobbies: Sports, media-creation, web-development, cryptocurrency-investment