

Robert Joseph Cruz

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EDUCATION

Temple University – Fox School of Business, Philadelphia, PA

Bachelor of Business Administration

Graduation: May 2024

Major: Management Information Systems | **GPA:** 3.72

Honors: Temple University Honors Program, Fox Honors Program

Awards: IBIT Emetic Scholarship, Dean's List: Fall 2020 – Spring 2021

Selected Courses: Web Application Development, Leadership and Organizational Management, Data & Analytics, Quantitative Methods for Business I, II, & III

EXPERIENCE

RJC PICTURES, Philadelphia, PA

July 2021 – Present

Owner

- Founded a photography company that specializes in portrait and event photography for model portfolios, event promotion, and social media exposure for clients around Philadelphia.
- Designed website to showcase previous photo shoots, guide potential customers to requesting a shoot, and analyze the behaviors of site visitors.
- Manage and promote social media page on Instagram to create a following and formulate an identity and brand.

UPWARD BOUND, East Stroudsburg, PA

June 2022 – July 2022

Tutor Counselor

- Enforced the voice of the director and policies of the program, ensuring that the student body understands and obeys the directions of the code of conduct.
- Managed the connection between the Upward Bound director and students, managing communication between them and implementing order.
- Enforced a culture of inclusivity by listening to students' suggestions complaints and having group discussions about different life experiences.
- Served as a mentor to students by providing them with advice on how to handle issues throughout their personal, scholastic, and professional career.

SKILLS

Software: Microsoft Word, Excel, PowerPoint, Outlook, Amazon Web Services

Web Development: HTML, JavaScript, SQL