Sparky Sun Devil

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Education

Bachelor of Science in Business Entrepreneurship

Arizona State University, Tempe, Arizona Barrett, The Honors College

May 2025 GPA: 3.5/4.0

Technical Skills

Programs: JavaScript

Python

Standard Query Language (SQL)

Relevant Courses

Business Statistics, Business Writing, Fundamentals of Finance, Creating Digital Experiences

Professional Experience

Change Agent, Arizona State University, Tempe, Arizona

August 2023 - Present

- Encourage students to participate in internal community service, service-learning, and social entrepreneurship opportunities.
- Address inquiries about community service, service-learning, national service, entrepreneurship, and high-impact careers in person and over the phone, ensuring a high level of customer service for students.
- Organize and lead tabling and promotional events to further the mission of Changemaker Central.

Sales and Marketing Intern, Ticketmaster, Phoenix, Arizona

May 2022 - August 2023

- Analyzed sales trends by interpreting graphs to compile a monthly sales summary.
- Executed interactive marketing strategies for monthly special offers on the Ticketmaster website, employing Python.
- Provided support for Ticketmaster app updates, addressing technical errors when they occurred.
- Conducted weekly presentations to a panel of 6 Ticketmaster board members, introducing inventive concepts and suggesting new strategies for marketing, sales, and platform enhancements.

Corporate Partnerships Intern, Arizona Diamondbacks, Phoenix, Arizona

September 2021 - February 2022

- Managed partnership packages encompassing promotions, tickets, signage, print materials, VIP field visits, autograph requests, and partner events.
- Coordinated and implemented partner game day promotions, handling location logistics and proactive communication with partners.
- Created PowerPoint presentations for corporate partner events and season recaps.

Course Projects

Disruption Group Project, Arizona State University, Tempe, Arizona

January 2022 - May 2022

- Collaborated in a team of 6 to generate ideas showcasing enhancements to a corporate business through documentation and collective note-taking, yielding successful disruptive innovations.
- Discovered three disruptive concepts to enhance efficiency, marketing, and service for a local Starbucks through comprehensive research, presenting the improvements to a class of 150 students.
- Assigned tasks to a group of 6, with each member tasked to observe specific functions of Starbucks Coffee shops and incorporate those observations into a presentation.