

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

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.