

Devon J. Robinson

267.788.3554 | devonjrobinson@temple.edu | [in/devonjrobinson](https://www.devonjrobinson.com) | <https://www.devonjrobinson.com>

EDUCATION

Temple University, Fox School of Business and Management **Philadelphia, PA**
*Bachelor of Business Administration; Major: **Management Information Systems**; Minor: **Marketing*** May 2024
• **Honors:** Fox School of Business Honors Program, University Honors, Dean's List GPA: 3.81
• **Study Abroad:** Temple University Rome Campus (August 2023 - December 2023)

EXPERIENCE

BARCLAYS **Wilmington, DE**
Business Marketing Analyst Intern – Consumer Lending *June 2023 – August 2023*
• Analyzed competitor product marketing spends and volumes across direct mail, social, and web channels to provide an H1 update to team with focus on industry cross-sell trends and rate changes.
• Aggregated twelve months of loans customer service data to highlight process inefficiencies and provided priority-centric solutions relevant to the business needs and department budget.
• Researched competitor autopay enrollment incentives, developed branded compliance-friendly implementation plan.
• Evaluated and compared Barclays and competitor loans web traffic data, identified incongruencies with current domain schema, pitched proposal to consolidate pages and designed mockup for new website.

WEB DEVELOPER **Huntingdon Valley, PA**
devonjrobinson.com *March 2019 – August 2023*

- Developed websites for clients using WordPress and Wix to boost online presence and increase customer acquisition.
- Designed wireframes and UI/UX concepts using Figma software optimized for fluidity across a variety of display sizes.
- Consulted businesses on marketing strategies to drive brand awareness and improved SEO scores on Google listings.
- Organized several project timelines simultaneously and delivered each one effectively by strict deadlines.

GRAYSQUARE **Philadelphia, PA**
Sales and Marketing Intern *May 2021 – August 2021*

- Managed Verizon telecom account with senior sales representatives generating \$6,000 worth of sales in first six weeks.
- Coached entry-level sales representatives in customer service communications and relationship building.
- Generated and closed cold leads to drive \$25,000 worth of sales for Palmetto Solar.
- Structured client accounts and leads on HubSpot CRM to streamline sales data and monitor performance metrics.

LEADERSHIP & INVOLVEMENT

TEMPLE UNIVERSITY AMERICAN MARKETING ASSOCIATION (TU-AMA) **Philadelphia, PA**
Director of Professional Development - External *May 2022 – Present*

- Source external speakers for weekly sessions to provide members with professional insight and networking opportunities.
- Organize TU-AMA's annual Marketing Week, including three speaker sessions, a networking social, and office tour.
- Implement workshops covering LinkedIn, resume building, and personal branding to develop members' professional skills.
- Facilitate organizational growth by collaborating with 20 other directors on developments and events like Cherry Consulting, Chapter Plan, Regional Conference, workshops, committee meetings, and speaker sessions.

Cherry Consulting Project Manager *September 2021 – December 2021*

- Led a team of seven student consultants in developing and executing a marketing strategy for two retail brands.
- Audited and revamped full website for Sunflowers, drove average page views up by 53.7% from last year.
- Increased content interactions on Village Outfitters Instagram account by 261% over relative three-month period.

TEMPLE UNIVERSITY FOX FUND **Philadelphia, PA**
Associate Analyst | Information Technology Coverage *January 2022 – May 2022*

- Conducted securities research in GICS technology sector for PYPL and PAYX holdings.
- Assisted team of four in developing comprehensive initiating coverage report for PYPL.
- Gained experience in value investing, financial modeling, and market analysis.

SKILLS

-
- **Applications:** Microsoft Suite, WordPress, Google Analytics, SemRush, Wix, Canva, Salesforce, HubSpot, AWS
 - **Programming Languages:** HTML, JavaScript, CSS, SQL
 - **Interests:** West coast skiing, photography, world history, travel, live music, weightlifting, Philadelphia sports

