**Jacob T. Trump** [jacob.trump@temple.edu](mailto:jacob.trump@temple.edu)

*1830 North Bouvier Street | Philadelphia | PA | 19121 | 865‑469‑2423*

**education**

TEMPLE UNIVERSITY— Fox School of Business, Philadelphia, PA

*Bachelor of Business Administration* **Graduation**: May 2027

**Majors**: International Businessconc: Marketing **|** Management Information Systems **| GPA:** 3.66

**Awards**: Dean's List: Fall 2023

**activities**

**D1 Student Athlete,** Men’s Rowing August 2023 – Present

**Member,** Morgan's Message August 2023 – Present

**Event Coordinator,** Temple Swing February 2024 – Present

**Campus Director,** Bigaabed September 2024 – Present

**Camp Councilor,** Camp Joy July 2022 + July 2023

**EXPerience**

***Samsung Marketing Case Competition*,** January 2024

* Placed as a semifinalist with a 5-slide strategy to increase Gen Z's consideration of Samsung, supported by credible research, statistical analysis, and industry case studies.
* Analyzed major marketing campaigns by Apple, Samsung, and other companies, identifying key strategies that drove success.
* Developed a marketing formula based on cross-industry trends, psychological insights, and generational content preferences to maximize audience engagement.

BE Labs, Hybrid - Knoxville, TN May 2023 – August 2024

***DEI Consulting Intern***

* Developed DEI communication strategy, launched inclusion initiatives, and enhancing their cultural engagement with clients with 20-10,000 employees.
* Facilitated and supported DEI discussions, and culture alignment sessions in person and virtually to councils, employees, and executives.
* Dedicated 11+ hours weekly for two months to market analysis for a Human Resources AI tool, reviewing 100+ websites and assessing 70+ tools.
* Analyzed main competitors, identified impactful market gaps, and developed a startup strategy. Collaborated with interns and clients, integrating feedback into actionable plans.

IAMM Research University of Tennesee, Knoxville, TN May 2021 – August 2022

***Laboratory Assistant*** ***in the polymer synthesis and 3D printing lab.***

* Monitored and fine-tuned a room of up to 15 active studies/trials without assistance.
* Implemented techniques and knowledge learned in fast paced briefings 20 hours weekly.

**skills**

**Software**: Microsoft Word, Excel, PowerPoint,

**Languages**: Basic Japanese