**PRESTON WHITNEY**

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**Professional Objective**

Seeking a position in Urban Outfitters Inc. Information Technology internship program to further my knowledge while expanding upon my educational path and work history experience.

**Work History**

**Urban Outfitters Inc – Philadelphia PA**

**Associate Analyst Intern** May 2019 – Aug 2019

Working at Urban Inc. headquarters implementing the Salesforces Einstein chat bot for the following brands Urban Outfitters, Anthropologie, and Free People. Along with other Salesforce applications dealing with artificial intelligence.

**Urban Outfitters Inc- Augusta GA**

**Fraud Analyst** May 2018 – Current

Reviewed reports and individual transactions of high risk to evalute fraudulent activity. Analyzed large amounts of data to find patterns of fraud and anomalies. Collaborated with team members to discuss fraud trends and brainstorm methods to combat this type of loss to company. Using Accertify, Emailage, Whitepages Pro, Geolocation, Device Id and Social Footprints.

**Store Operations Final Cut**

May 2016-May 2018

Worked at Final Cut locations launching their social media presence on Instagram and Facebook

Launched and analyzed social media campaigns and activities to ensure effectiveness, making recommendations for enhancement and implementation.

Assisted in expanding the outreach of Final Cut, Georgia from 3k-35.5k following. Facebook: @finalcut216 Instagram: @finalcutgeorgia

**Final Cut New Jersey** growth of 0-17k (current). Facebook: finalcut955 Instagram: @finalcutnewjersey

Monitored marketing campaign progress with web analytics. a successful search engine marketing campaign that utilized solid linking, technical and keyword research tactics. Drafted and managed print, online and social media communications designed to promote brand and image. In addition to Social media marketing was an interictal part of store operations, overseeing receiving and stock functions. Became proficient in all aspect of store operations. Selling to customers, POS, pricing, marketing, receiving and merchandising. Also worked store opening of New Jersey Location July 2017 including store setup, stocking and expectation setting with new staff.

**Cellairis -Statesboro, GA**

Social Media ConsultantJanuary 2019 - March 2019

Represented the company and the brand while responding to social media inquiries. Collaborated with clients to better understand their unique needs, developing social media campaigns that would increase their brand identity. Monitored marketing campaign progress with web analytics. Facebook: @CellairisBoro

**Education**

**In Progress Bachelor**: **Management Information Systems**

2020 Georgia Southern University Statesboro, GA

**Affiliations**

Member of Kappa Sigma Fraternity

Volunteer for Walk for Diabetes, BenderDinker on the River, Martinez Evans Little League Coach and Umpire