

ALYSSA MANCHESTER

240-705-4737 ♦ AlyssaJManchester@gmail.com ♦ linkedin.com/in/alyssa-manchester/ ♦ AlyssaManchester.com

EDUCATION

University of Maryland, Robert H. Smith School of Business

Aug 2023 - May 2027

Bachelor of Science, Information Systems and Management,

GPA: 3.76

- **Academic Honors:** Dean's List, Maryland State Delegate and Senate Merit Scholarships, Robert H. Smith Scholarship
- **Relevant Coursework:** Systems Analysis & Design, Project Management, Database Systems, Negotiations, Finance

EXPERIENCE

CrowdStrike

Arlington, VA

Sales Excellence Data Analytics Intern

Jun 2026 - Aug 2026

- Developed Salesforce reports and analyses on 35K+ opportunities, uncovering trends supporting executive sales decisions
- Investigated churn, contractions, and product performance to identify trends and deliver actionable insights for sales leaders
- Validated territory assignments against ETM rules, improving reporting accuracy through proactive data quality reviews
- Designed a knowledge hub consolidating sales concepts, team hierarchy, and resources to accelerate intern onboarding

University of Maryland - Robert H. Smith School of Business

College Park, MD

Research Assistant - Information Systems Department

Feb 2026 - June 2026

- Developed analytical model ranking top 30 undergraduate business schools using criteria to standardize benchmarking
- Analyzed integration of AI across Common Body of Knowledge courses and electives at leading business schools
- Initiated outreach to 10+ university stakeholders to obtain syllabi, strengthening dataset for cross-school curriculum insights

University of Maryland - Robert H. Smith School of Business

College Park, MD

Head Teaching Assistant, BMGT301- Introduction to Information Systems

Jan 2025 - Jan 2026

- Led a 6-member TA team managing grading and communication for 270+ students while maintaining clarity and consistency
- Built Google Apps Script system automating attendance logs and TA time tracking, cutting manual work and errors by ~80%
- Created standardized dashboard in Sheets to align weekly KPIs and accelerate reporting accuracy for faculty decision making
- Analyzed 1k+ log entries and grades to identify at-risk students and boost success rates by ~12 percent across five sections

CSVC Impact Consulting Fellow - Olney Theatre Center

College Park, MD

Data Management Fellow

Jun 2025 - Aug 2025

- Modeled space-rental and education program revenue in Excel, informing strategic updates for upcoming operational plans
- Synthesized survey and financial data to evaluate pricing and marketing ROI, supporting budget allocations and growth
- Presented findings with visualized dashboards finding ways to decrease costs and improve ROI by ~20% in a 3-month period

Conflict Resolution Center of Montgomery County

Bethesda, MD

Digital Media Intern

Jun 2024 - Aug 2024

- Analyzed engagement data from 30+ video projects to guide content strategy and optimize performance across platforms
- Tracked and reported weekly viewership metrics in Google Sheets, improving feedback loops and efficiency by 25 percent
- Designed standardized templates for video logging and storage, ensuring clarity and data consistency across all editing teams

LEADERSHIP

Delta Sigma Pi

College Park, MD

Scholarship Mentor || Vice President of Community Service || Tech Committee

Sept 2024 - Present

- Developed curriculum teaching 25 new members to conduct professional coffee chats, 3 per student in just over 2 months
- Led planning and execution of campus 5K fundraiser, adapting strategy to raise over \$19K in honor of Chester Brandon
- Coordinated with the B+ Foundation and 4 organizations to host charity tournament raising over \$3K for childhood cancer
- Supported iOS app development using SQL and Xcode to analyze attendance KPIs and improve event engagement tracking

Girls into VC

College Park, MD

Treasurer

Sept 2025 - Present

- Managed a budget of \$500 and coordinated with national leadership to secure resources and equipment for chapter operations
- Supported development of professional curriculum, helping structure programming and facilitate course days for 24 members
- Built and maintained internal communication systems, improving organization of weekly submissions and engagement

SKILLS & INTERESTS

Technical: Tableau, Power BI, Google Suite, Microsoft Office, Excel (certified), SQL, Python, Project Libre, Canva

Creative & Professional: Instructional design, presentation development, public speaking, cross-team collaboration

Interests: Teaching and mentoring, film and media analysis, career development, psychology, strategy games, travel