My Internship at PRemployer

ALABAMA DATA SCHOLARS

BY WILLIAM HESSLER

About Me

Going into sophomore year at the University of Alabama

- Major: Physics and Computer Science
- Minor: Math
- Planning to get my MBA the year after I graduate at UA

I enjoy playing sports and board games

Currently involved with the AI Club and Investment Banking Academy



Project: AI Sales Tools

Led my team tasked with finding AI solutions to increase company sales

Developed many ideas and provided tangible steps towards solutions

Integrated solutions with current processes and software

Worked closely with HubSpot marketing tools to take steps towards our solutions

Automated lead scoring

Predictive Sales Analytics

Competitor & Market Analysis

HubSpot

Lessons Learned



Learned how to use the HubSpot system and other integrated software



Gained experience leading a team and communicating between the people I am managing and my own manager



Analytics are incredibly important in making business decisions and growing sales



I enjoyed helping a company grow its customer base and build its sales

Looking Ahead

01

Planning to get more involved with the AI club at my school

02

Planning to continue pursuing more internships in the field of AI and data analytics

- Helping businesses
- Sports

03

Learned a job pursuing data analytics to support conclusions is something I would look towards as a future career opportunity

Special Thanks To:

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