

Jason Tavener

Jason.Tavener@alvernia.edu • 609-414-1964 • sites.google.com/view/jasontavenerportfolio

EDUCATION

Alvernia University

Bachelor of Arts

- Major: Digital Media Marketing
- Minor: Entrepreneurship
- Cumulative GPA: 3.6

Reading, PA

Expected May 2026

PROFESSIONAL EXPERIENCE

Fingerpaint Group

Applied AI Intern

- Developed a product for Johnson & Johnson by leveraging diverse AI models to construct effective user personas; subsequently presented findings in a conference setting
- Created video advertisements illustrating the rapid advancements and disruptive potential of current AI trends
- Presented a live AI demonstration to the internship team, showcasing various strategies for leveraging artificial intelligence in professional tasks
- Collaborated with the intern team to redesign and execute new marketing strategies for a local animal rescue non-profit, resulting in improved adoption rates or volunteer engagement

Philadelphia, PA

Jun 2025 – Aug 2025

The O'Pake Institute

Founded SafeStep

- Launched a personal business venture through the O'Pake Institute, leveraging entrepreneurial resources and mentorship to develop a business plan and secure initial funding
- Showcased knowledge in financial model building that helps align ideal financial growth projections
- Crafted pitch decks tailored to investors and conveyed investment opportunities with value propositions

Reading, PA

Aug 2024 – May 2025

Liberty Lake Day Camp

Head Lifeguard

- Trained and supervised new lifeguards
- Provided instruction to swimmers on proper techniques for swimming and water safety
- Ensured safety of patrons by monitoring behavior and responding to incidents of distress
- Awarded Lifeguard of the Month

Columbus, NJ

May 2022 – Jun 2025

LEADERSHIP

Rocket League Esports Team

Captain

- Appointed team captain as a freshman, earning trust through leadership and early contributions
- Led team strategy and in-game coordination, contributing to multiple tournament successes
- Organized team practices, emphasizing skill development and communication to boost performance
- Managed scheduling for matches and competitions with collegiate leagues and esports community

Reading, PA

Aug 2022 – Present

Alvernia University Pickleball Club

Vice President

- Founded the Pickleball Club and grew it to the largest student organization on campus in just one semester
- Organized weekly games, events, and tournaments to engage members and foster a strong sense of community
- Developed and implemented targeted marketing strategies, including social media campaigns and promotional events, to attract a diverse membership and boost engagement

Reading, PA

Jan 2024 – Present

ADDITIONAL INFORMATION

- **University Clubs:** Student Government, Pickleball Club, Intramural Athletic Board
- **Skills:** Microsoft Office Suite, Adobe Creative, Generative AI Tools, Prompt Engineering, Website Design
- **Interests:** Soccer, Weightlifting, Snowboarding, Pickleball, Football
- **Awards:** Dean's List, Top 10 Nationally Ranked Recruit, Rookie of the Year Nomination, MAC Academic Honor Roll