

Joseph “Griffin” Long

www.linkedin.com/in/jgriffinlong/ | (901)354-4571 | jglong2@crimson.ua.edu

EDUCATION

Bachelor of Science, May 2027

The University of Alabama, Culverhouse College of Business, Tuscaloosa, AL

Major: Management Information Systems Minor: Sales

GPA: 3.6/4.0

WORK EXPERIENCE

Clothing Brand Founder, May 2023 – Present

Eternal Bliss Streetwear, Memphis, TN

- Founded and scaled a direct-to-consumer clothing brand, achieving a 50% increase in first-year sales through strategic brand building and data-driven market analysis.
- Direct end-to-end business operations, utilizing Meta business analytics and sales forecasting to optimize supply chain logistics, inventory management, and marketing campaigns for maximum profitability.

Personal Swim Instructor, August 2021 – Present

Germantown Athletic Club, Germantown, TN

- Analyze individual skill sets across a diverse client base to design and adapt custom lesson plans, accelerating student proficiency and skill development.
- Cultivate a supportive and engaging learning environment, empowering students to achieve personal goals while fostering rapport and long-term growth

Head Lifeguard, May 2023 – August 2025

Germantown Athletic Club, Germantown, TN

- Directed a team of 7 lifeguards in strict compliance monitoring and rapid decision-making to ensure the safety of over 400 daily patrons
- Optimized operational workflows by collaborating with management and mentoring new staff, significantly improving team performance and adherence to safety standards.

PROJECT EXPERIENCE

Developer – BioISAC Threat Intelligence Platform, Fall 2025

Programming Project, The University of Alabama, Tuscaloosa, AL

- Collaborated with teammates to architect a Tier-1 Threat Intelligence Platform aggregating vulnerability data from OTX and NIST
- Integrated Google Gemini 2.5 Flash to automatically analyze and summarize complex threat reports, reducing analyst fatigue
- Implemented robust security including Role-Based Access Control and Two-Factor Authentication via OtpNet

Developer – Mississippi Quality Education, Fall 2025

AIS Software Innovation Competition, The University of Alabama, Tuscaloosa, AL

- Achieved First Place and Student Choice Award as an AIS Software Innovation Finalist
- Engineered a full-stack AI-powered tutoring web application using C#, ASP.NET Core, JavaScript, and Google’s Gemini API to deliver real-time learning support
- Developed responsive user interface and designed an efficient SQLite database schema, leveraging HTML, CSS, and JavaScript to enhance usability, performance, and cross-device engagement

LEADERSHIP EXPERIENCE

Student Advocate & Mentor, September 2025 – Present

The VERB Kind, The University of Alabama, Tuscaloosa, AL

- Provide mentorship and support to at-risk students across varying educational levels
- Actively bridge the gap between community support and student needs, demonstrating that every student deserves to be seen, heard, and valued.

TECHNICAL LANGUAGES, FRAMEWORKS, AND TOOLS

Languages: C#, JavaScript, SQL, HTML/CSS

Frameworks: Entity Framework, ASP.NET, MVC

Operating Environments: MS Windows, MacOS

Business Tools: Visual Studio, MS Office Suite, MySQL, Git

HONORS AND ACTIVITIES

AIS, AIMS, Presidents List, MIS Ambassadors Social Media Director, The VERB Kind