

Isabella Little

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LinkedIn: <https://www.linkedin.com/in/isabella-little> | **Portfolio:** <https://isabellalittle.github.io/isabellalittleportfolio.github.io/>

EDUCATION

Texas A&M University, Mays Business School

May 2024

BBA in Marketing

Specializing in Analytics and Consulting

Overall GPA: 3.53; Cum Laude

TECHNICAL SKILLS & INTERESTS

- Google Analytics, Google Ads, Meta Ads, Mailchimp, WordPress, Excel, Power BI, Tableau, Python, SQL
- Web Analytics, Marketing Strategy, A/B Testing, Paid Media Planning, SEO & SEM, E-commerce optimization

EXPERIENCE

Wealth Management Client Associate

Merrill Lynch Wealth Management | Sugar Land, TX

2024 – Present

- Assist in managing \$4M+ in production credits by coordinating high-value client operations and ensuring seamless day-to-day execution.
- Work under 7 Financial Advisors daily, tracking client inquiries, streamlining communication, and ensuring seamless service delivery.
- Identify trends in client interactions by tracking and categorizing over 500+ service requests monthly, providing insights that help Financial Advisors tailor their strategies and increase client engagement.

Organizer Assistant

A Time & Place for Everything | Houston, TX

2023 – 2024

(Contract based)

- Assisted in managing logistics of high-value residential moves, ensuring efficient organization.
- Supported the development of customized organizational plans by analyzing client needs.
- Maintained detailed inventory records, ensuring accuracy and accountability.

Pierce Elite Basketball Camp

Coach | Fulshear, TX

2022 – 2023

(Contract based)

- Mentored and motivated youth, promoting teamwork and discipline.
- Developed strategies for skill enhancement, showcasing analytical and problem-solving abilities.
- Organized drills & games, demonstrating efficient task management & clear communication skills.

PORTFOLIO PROJECTS

- **Marketing Strategy Improvement:** Performed a comprehensive analysis to identify improvement opportunities in an online retail company's marketing strategy. Cleaned and prepared data, conducted sentiment analysis, and developed an interactive dashboard to showcase the insights. *SQL, Python, Excel, Power BI, PowerPoint.*
- **Marketing Campaign Optimization:** Developed a recommended marketing campaign by conducting exploratory data analysis and statistical evaluations of the company's current marketing strategies to identify and optimize tactics for maximizing sales. *Python, PowerPoint.*

ORGANIZATIONS

Radio Show Host & Web Design Team

KANM Student Radio | College Station, TX

January 2023 – May 2024

- Redesigned station logo to align with marketing objectives and enhance brand identity.
- Hosted a weekly radio show, engaging audiences & fostering community.

General Member

Business Analytics & Consulting Association | College Station, TX

January 2023 – May 2024

- Attended industry speaker meetings to stay updated on business analytics and consulting trends.
- Participated in Tableau workshops to enhance data visualization skills for marketing consulting.