Isabella Little

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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

- Microsoft Excel, Power BI, Tableau, SQL, Google Analytics, Qualtrics, SAS
- Data Analytics, Marketing Strategy, Business Process Optimization, Market Research

EXPERIENCE

Merrill Lynch Wealth Management, Sugar Land, TX
Wealth Management Client Associate   *2024 – Present*
- Conduct thorough account reviews, identifying trends and discrepancies to ensure accurate reporting and compliance.
- Utilize CRM and financial software to track and analyze client interactions, helping advisors tailor investment strategies.
- Support the development of personalized financial plans by organizing and interpreting key financial data and market insights.

A Time & Place for Everything, Houston, TX
Organizer Assistant   *2023 – Present (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, Fulshear, TX
Coach   *June 2022 & 2023*
- 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.

Office Depot, Sugar Land, TX
Sales Associate   *May 2021 - Aug 2021*
- Worked the front register, handled transactions, and analyzed customer needs.
- Helped customer to find suitable products by explaining the product's features.
- Assisted in carryout digital transactions placed via the office depot website and app.

ORGANIZATIONS

Business Analytics & Consulting Association, College Station, TX
General Member   *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.
- Engaged in lectures on marketing consulting and analytics for industry insights.

KANM Student Radio, College Station, TX
DJ/Show Host & Web Design Team   *January 2023 – May 2024*
- Redesigned station logo to align with marketing objectives and enhance brand identity.
- Collaborated with the station to understand media requirements and contribute to digital branding.
- Ensured consistent logo application across media channels for cohesive brand representation