

# Isabella Little

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**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

- 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