

# 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, Python, SQL, Google Analytics, Qualtrics, SAS
- Data Analytics, Marketing Strategy, ETL, Business Process Optimization, Market Research

## 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.*
- **Customer Segmentation & Clustering:** Conducted exploratory data analysis, applied K-Means clustering, and utilized summary statistics to identify the optimal target market, presenting the insights through clear and impactful visualizations. *Python, 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.*

## EXPERIENCE

### Merrill Lynch Wealth Management

*Wealth Management Client Associate | Sugar Land, TX*

2024 – Present

- Analyzed data for 300+ clients to identify investment opportunities, trends, and discrepancies, ensuring compliance and accurate reporting.
- Leveraged CRM systems, such as Salesforce, to track and enhance client engagement, contributing to tailored investment strategies.
- Collaborated on financial planning by synthesizing key financial data and market research insights.

### A Time & Place for Everything

*Organizer Assistant | Houston, TX*

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

*Coach | Fulshear, TX*

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.

## ORGANIZATIONS

### Business Analytics & Consulting Association

*General Member | 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.
- Engaged in lectures on marketing consulting and analytics for industry insights.

### KANM Student Radio

*DJ/Show Host & Web Design Team | College Station, TX*

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.
- Hosted a weekly radio show, engaging audiences & analyzing listener metrics for programming decision.