Isabella Little

Houston, TX * isabellaroselittle02@gmail.com

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, HTML, CSS, Salesforce, Excel, Power BI, SQL
- Web Analytics, Marketing Strategy, A/B Testing, Web Design, 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.