

Isabella Little

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EDUCATION

Texas A&M University, Mays Business School

BBA in Marketing

Specializing in Analytics and Consulting

May 2024

Major GPA: 3.75

Overall GPA: 3.53; Cum Laude

TECHNICAL SKILLS & INTERESTS

- Microsoft Excel, Power BI, Tableau, Google Analytics, Qualtrics, SAS, JMP, SQL
- Data Analytics, Marketing Strategy, Business Process Optimization, Consumer Behavior

EXPERIENCE

A Time & Place for Everything, Houston, TX

Organizer Assistant

(Contract based)

2023 – Present

- 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.