Isabella Little

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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, Qualtrics, Excel, Power BI, Tableau, Python, SQL, SAS
- Web Analytics, Marketing Strategy, A/B Testing, Paid Media Planning, SEO & SEM, E-commerce optimization

EXPERIENCE

Digital Marketing Analyst
MediPlan/Max | Sugar Land, TX   *2025 – Present*
(Contract based)

- Manage and optimize Google Ads, Meta Ads, and Google Analytics campaigns to drive customer acquisition and increase ROI.
- Conduct A/B testing to identify high-performing ad variations, enhancing conversion rates and reducing cost per acquisition.
- Implemented and analyzed Mailchimp email marketing campaigns, improving customer retention and engagement through data-driven segmentation and personalization.

Wealth Management Client Associate
Merrill Lynch Wealth Management | Sugar Land, TX   *2024 – Present*

- Analyze data for 300+ clients to identify investment opportunities, trends, and discrepancies, ensuring compliance and accurate reporting.
- 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.

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.