

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, SEO, 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.
- Worked under 7 Financial Advisors daily, tracking client inquiries, streamlining communication, and ensuring seamless service delivery.
- Identified trends in client interactions by tracking and categorizing over 500+ service requests monthly, providing insights that helped Financial Advisors tailor their strategies and increase client engagement.

A Time & Place for Everything

Organizer Assistant | 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

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.

