

Ayesha Chaudhry

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TECHNICAL SKILLS

Business & CRM Platforms: Salesforce, Entrata, Apartments.com ILS, Zillow ILS

Data & Analytics: Tableau, Excel, MySQL, Python

Marketing & Web Tools: Meta Business Suite, Canva, Figma, WordPress, HTML

Productivity & Collaboration: Microsoft Office Suite, Zoom, Notion

WORK EXPERIENCE

Optimize Consulting Group, Philadelphia, PA

August 2025 – Present

Associate Consultant

- Analyze clients' digital ecosystems to identify inefficiencies and recommend optimization opportunities.
- Utilize tools such as WordPress, Figma, and Tableau to document processes and create deliverables.
- Develop standard operating procedures (SOPs) and system documentation to improve process efficiency.
- Collaborate with team members and clients to present finding and implement new strategies.

Specialty Management Consultants, Philadelphia, PA

February 2025 – July 2025

Leasing & Community Assistant

- Surpassed assigned lease targets, rank #1 in commissions and leases among colleagues.
- Managed 150+ personal leads in Entrata and ILS platforms to maintain sales pipeline.
- Generated 40+ leads per month via escorted tours, digital marketing, and on-campus tabling.
- Coordinated timely maintenance requests, maintain leasing files, and support daily office operations.

Terrain (URBN), Devon, PA

May 2024 – July 2024

Nursery Sales & Merchandising Associate

- Delivered customer service, advising clients on product selection and garden space design.
- Designed visually appealing product displays to drive sales and enhance in-store experience.
- Performed inventory upkeep, plant care, and site maintenance to ensure high-quality retail environment.

LEADERSHIP EXPERIENCE & ACTIVITIES

Phi Sigma Sigma – Xi Chapter, Philadelphia, PA

January 2025 – Present

Sisterhood Chair

- Plan and execute monthly large-scale events such as Phillies games and Six Flags outings for 90+ sorority members, boosting chapter participation and engagement.
- Manage event budgets from \$200-\$5000, negotiating vendor rates, ensuring cost-effective planning.
- Lead initiatives that strengthen member relations and chapter unity.

Association for Information Systems, Philadelphia, PA

September 2024 – Present

Active Member

- Participate in professional and technical development tracks and speaker series to strengthen technical skills, industry knowledge, and career readiness in business and technology.

EDUCATION

Temple University – Fox School of Business, Philadelphia, PA

Bachelor of Business Administration

May 2027

Major: Management Information Systems | GPA: 3.5

Relevant Courses: Data Science, Data & Analytics, Web App Development, UX Design