

# Ayesha Chaudhry

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## TECHNICAL SKILLS

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

Data & Analytics: Tableau, Excel, Jupyter Notebook, Python, Power BI, Google Analytics

Marketing & Web Tools: Meta Business Suite, Canva, Figma, Qualtrics, Adobe Marketo, Qualified

Productivity & Collaboration: Microsoft Office, Google Workspace, Slack, Notebook LM, Confluence

## WORK EXPERIENCE

Workiva, Ames, Iowa – Remote

January 2026 – Present

### ***Marketing Technology & Operations Intern***

- Review bank of 300+ AI chatbot responses on company website, flagging ~5% for accuracy issues and retraining for improved response quality.
- Support company AI enablement through bi-weekly newsletter-style updates on Gemini feature releases.
- Create technical documentation of 45+ Martech stack tools and platforms on Confluence.

Optimize Consulting Group, Philadelphia, PA

August 2025 – December 2025

### ***Associate Consultant***

- Consulted on a 2-phase project, audited 5+ platforms and identified 10+ process inefficiencies.
- Presented 3 recommended software solutions to streamline program operations and coordination.
- Collaborated on a 7-person team, documented meeting minutes and SOPs for system implementation.

Specialty Management Consultants, Philadelphia, PA

February 2025 – November 2025

### ***Leasing & Community Assistant***

- Surpassed assigned lease target of 10 leases per season, rank #1 in leases among colleagues.
- Managed 150+ personal leads in Entrata and ILS platforms to maintain sales pipeline.
- Generated 30+ leads per month via escorted tours, social media marketing, and on-campus tabling.
- Coordinated timely maintenance requests, maintained leasing files, and supported office operations.

## LEADERSHIP EXPERIENCE

Phi Sigma Sigma – Xi Chapter, Philadelphia, PA

January 2026 – Present

### ***Risk Management Chair***

- Develop and present weekly risk-prevention presentations for formals, socials, and new member education ensuring 100% chapter compliance with national policies and university regulations.
- Create and execute detailed prevention plans and waivers for all high-risk events.
- Oversee 10 safety monitors, coordinating protocol-enforcing training for bi-monthly socials and formals.

Phi Sigma Sigma – Xi Chapter, Philadelphia, PA

January 2025 – December 2025

### ***Sisterhood Chair***

- Allocated and managed semesterly budget of \$5000+ to plan and execute monthly large-scale events, outings, and retreats for 80+ sorority members.
- Led initiatives that strengthened member relations, chapter unity and engagement.

## EDUCATION

Temple University – Fox School of Business, Philadelphia, PA

### ***Bachelor of Business Administration***

May 2027

Major: Management Information Systems | Minor: Corporate Risk Management | GPA: 3.6

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

Clubs & Activities: Association for Information Systems, Phi Sigma Sigma, Pakistani Student Association