

Isabella Thomas

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EDUCATION

Temple University – Fox School of Business (Honors Program)

Philadelphia, PA

Bachelor of Business Administration

Expected Graduation: May 2028

Majors: Management Information Systems & Marketing | **GPA:** 3.64

Relevant Coursework: Customer Data Analytics, Data and Analytics, Data Science, Marketing Management, User Experience Design, Web Application Development

Awards: Dean's Tuition Scholarship, FSBM Endowed Scholarship, Student Consultant of the Month

TECHNICAL SKILLS

Data Analysis: SQL, Tableau, Python (pandas, JSON), IBM SPSS

Software Development: JavaScript, HTML, CSS

Web Design Skills: Canva, Figma, Squarespace

Project Management: Google Suite, Microsoft 365

WORK EXPERIENCE

Cherry Consulting

Philadelphia, PA

Account Manager

September 2025 – Present

- Lead a team of 7+ to enhance client marketing efforts by auditing website content, developing branded merchandise, and planning and executing brand events
- Serve as primary point of contact between client and project team, representing client interests in meetings and maintaining consistent communication to ensure weekly deliverables meet expectations
- Develop and execute a data-driven content strategy by analyzing data metrics to optimize performance, increasing TikTok engagement by 30%

Student Consultant

September 2024 – September 2025

- Collaborated with 9+ students to strengthen brand visibility for local businesses through marketing strategies such as social media content creation, event planning, SEO, competitor research, and branded merchandise development
- Created original Instagram and LinkedIn posts using Canva graphics, captions, and hashtag/keyword strategies
- Assisted in planning and promoting a sold-out event, generating \$750 in sales and engaging 30 participants

Samsaric Brewing Company

Remote

Pricing Analytics Intern

February 2025 – Present

- Analyze 3k+ pricing data entries using Excel to identify pricing patterns, gaps, and opportunities across products
- Interpret competitor price points to recommend pricing targets with data-driven rationale behind each pricing decision

PROJECTS

Temple University American Marketing Association

Philadelphia, PA

Market Research Case Competition

October 2024 – November 2024

- Analyzed 100 survey responses to assess customer satisfaction and operational gaps for a market research competition
- Delivered data-backed recommendations and a professional final report with measurable improvement targets

ACTIVITIES

Member, Temple University Association for Information Systems

January 2025 – Present

Member, Temple University American Marketing Association

September 2024 – Present