

Uma S. Shakarchi

Uma.Shakarchi@temple.edu | [LinkedIn: Uma-Shakarchi](#)

1100 W. Montgomery Avenue | Philadelphia | PA | 19120 | 703-303-2352

EDUCATION

TEMPLE UNIVERSITY – Fox School of Business, Philadelphia, PA

Bachelor of Business Administration

Graduation: May 2026

Major: Management Information Systems | GPA: 3.56

Awards: Dean's List: Fall 2023

Selected Courses: Web Application Development, Data and Analytics, Digital Systems, Statistical Business Analytics, Financial and Managerial Accounting

ACTIVITIES

Member, Association of Information Systems (AIS)

Student Mentee

January 2024 – Present

February 2024 - Present

Member, American Marketing Association (AMA)

Student Consultant for Cherry Consulting

August 2022 – Present

September 2022 – December 2023

Member, Fashion & Business

Social Media Specialist

August 2022 – Present

January 2023 – Present

TECHNICAL SKILLS

Analysis: Salesforce, Google Analytics for Beginners, SEO

Software Development: JavaScript, Python, jQuery

Web Development: HTML, CSS, Bootstrap, Squarespace

Database Management: MySQL

Project Management: Microsoft Suite

PROJECTS

Student Consultant for Vault + Vine, AMA

September 2023 – December 2023

- Collaborated effectively with a diverse team of 15 student consultants to deliver a comprehensive marketing strategy through integrating rebranding efforts, website development, and competitive insights
- Facilitated activities with the black-owned business owner to understand their unique value proposition to incorporate into the rebranding and web development process

Student Consultant for Uncle Bobbie's Coffee & Books, AMA

January 2023 – April 2023

- Enhanced the online presence and brand visibility of a black-owned business through SEO, website development, and close collaboration with the owner to identify and solve marketing challenges
- Conducted market research and competitor analysis to identify areas of growth and differentiation

Student Consultant for Only Light Brand, AMA

September 2022 – December 2022

- Collaborated with a small group of 15 student consultants to successfully increase website traffic and social media engagement through data-driven strategies, such as SEO, and creative marketing initiatives
- Utilized Canva to redesign the business' website, resulting in improved user experience and enhanced visual appeal

EXPERIENCE

Passion Fish, Reston, VA

July 2023 – Present (Seasonal)

Guest Coordinator

- Increase customer satisfaction through effectively addressing guest inquiries, concerns, and complaints with professionalism and empathy
- Greet and accommodate an average of 200 guests daily, contributing to achieving and maintaining a high level of table turnover
- Efficiently manage reservations, ensuring accurate scheduling and allocation of tables