

Uma S. Shakarchi

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EDUCATION

Temple University – Fox School of Business, Philadelphia, PA

Bachelor of Business Administration

May 2026

Major: Management Information Systems | Minor: Marketing | GPA: 3.51

Dean's List: Fall 2023

TECHNICAL SKILLS

Analysis: Salesforce, Google Analytics for Beginners, SEO

Software Development: Visual Studio, JavaScript, Python, jQuery

Web Development: HTML, CSS, Bootstrap, Squarespace, Canva

Database Management: MySQL

Project Management: Microsoft Project, Word, Excel

PROJECT EXPERIENCE

Vault + Vine, American Marketing Association: Cherry Consulting

September 2023– December 2023

Student Consultant

- 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 on-site activities with my team and the business owner to understand their unique value proposition to incorporate into the rebranding and web development process

Uncle Bobbie's Coffee & Books, American Marketing Association: Cherry Consulting

January 2023 – April 2023

Student Consultant

- Transformed the online presence and brand visibility of a local black-owned business by enhancing the existing website through Squarespace and implementing SEO strategies to drive increased web traffic.
- Conducted comprehensive marketing research and competitor analysis to pinpoint growth opportunities and differentiate the business in a competitive landscape

Only Light Brand, American Marketing Association: Cherry Consulting

September 2022 – December 2022

Student Consultant

- Liaised with a group of 10 student consultants to direct a comprehensive website and social media redevelopment using Canva and Squarespace, significantly improving user experience and visual appeal
- Implemented data-driven strategies, including SEO and creative marketing initiatives, effectively boosting website traffic and social media engagement for the new business
- Collaborated closely with the client to develop and execute targeted marketing efforts, resulting in enhanced online presence, and increased brand visibility

EXPERIENCE

PassionFish, Reston, VA

July 2023 – Present (Seasonal)

Guest Coordinator

- Enhance guest satisfaction by promptly responding to inquiries, concerns, and complaints with professionalism and empathy
- Assist and accommodate an average of 200 guests daily, driving high table turnover rates and contributing to efficient restaurant operations
- Effectively manage reservations and table assignments through strategic allocation and real-time adjustments to ensure seamless scheduling and guest flow

EXTRACURRICULAR EXPERIENCE

Social Media Committee Member, Fashion & Business

August 2022 – Present

Student Consultant, American Marketing Association

August 2022 – May 2024

Student Mentee, Association for Information Systems

January 2024 – Present