

# Uma S. Shakarchi

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## EDUCATION

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Temple University – Fox School of Business, Philadelphia, PA

**Bachelor of Business Administration**

December 2025

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

Dean's List: Fall 2023

## TECHNICAL SKILLS

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Analysis: Salesforce, Google Analytics, SEO

Software Development: Visual Studio, JavaScript, Python, jQuery

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

Database and Project Management: MySQL, AWS, Microsoft Project, Word, Excel, SharePoint

## EXPERIENCE

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Vault + Vine, American Marketing Association: Cherry Consulting

September 2023 – December 2023

**Student Consultant**

- Collaborated with a team of 15 student consultants to deliver a marketing strategy through integrating rebranding efforts, website development, and competitive insights for local café and plant store
- Facilitated on-site activities with team and the business owner to understand unique value proposition to incorporate into the rebranding and web development process
- Conducted customer segmentation analysis to identify growth opportunities

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 marketing research and competitor analysis to pinpoint growth opportunities and differentiate the business in a competitive landscape
- Developed content strategies to strengthen brand storytelling and enhance community engagement

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 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 with client to develop and execute targeted marketing efforts, resulting in enhanced online presence, and increased brand visibility

PassionFish, Reston, VA

Seasonal, July 2023 – Present

**Guest Coordinator**

- Enhance guest satisfaction by promptly responding to inquiries, concerns, and complaints for restaurant specializing in Japanese cuisine serving 200+ guests daily
- Manage reservations and table assignments through strategic allocation and real-time adjustments to ensure seamless scheduling and guest flow
- Complete opening and closing tasks to ensure efficient restaurant operations and prepare for next business day

## EXTRACURRICULAR EXPERIENCE

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**Social Media Committee Member**, Fashion & Business

August 2022 – Present

**Student Mentor**, Association for Information Systems

January 2024 – Present

**Student Consultant**, American Marketing Association

August 2022 – May 2024