

Uma S. Shakarchi

Philadelphia | PA | +1 (703)-303-2352 | Uma.Shakarchi@temple.edu | [E-Portfolio](#)

EDUCATION

Temple University – Fox School of Business, Philadelphia, PA

Bachelor of Business Administration

Graduation: December 2025

Major: Management Information Systems | Minor: Marketing | GPA: 3.52

Dean's List: Fall 2023

TECHNICAL SKILLS

Analysis: Salesforce, Tableau, Google Analytics, SEO

Software Development: Visual Studio, JavaScript, Python, jQuery

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

Database Management: MySQL, AWS

Project Management: Microsoft Project, Word, Excel, PowerPoint

RELEVANT EXPERIENCE

TEMPLE CONSULTING CLUB

Associate Consultant

Project Team

February 2025 – Present

- Collaborate with a 6-member team to address a key business challenge for a Fortune 1000 fashion retailer, focusing on enhancing menswear segment to better meet target market preferences
- Engage in client-facing meetings to align deliverables with client expectations, address client feedback, and ensure project success
- Conduct consumer insights research and competitive analysis, compiling findings into detailed reports and PowerPoint presentations with strategic recommendations

AMERICAN MARKETING ASSOCIATION: CHERRY CONSULTING

Student Consultant

Vault + Vine

September 2023– December 2023

- Collaborated with a team of 15 student consultants to develop a marketing strategy for a local café and plant store, integrate rebranding efforts, website development, and competitive insights while leveraging Google Analytics and SEO to enhance website performance
- Facilitated on-site stakeholder activities to integrate customer insights into the Squarespace web development process
- Conducted customer segmentation analysis on 15 participants using Excel to identify key growth opportunities and optimize marketing efforts

Uncle Bobbie's Coffee & Books

January 2023 – April 2023

- Partnered with a team of 15 student consultants to transform 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
- Designed and implemented a content strategy leveraging Canva to improve brand storytelling and customer engagement

Only Light Brand

September 2022 – December 2022

- 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 appeals
- Implemented data-driven SEO and creative marketing initiatives, effectively boosting website traffic and social media engagement for the new business
- Developed and presented Microsoft PowerPoint decks summarizing Google Analytics findings and SEO recommendations to clients

WORK EXPERIENCE

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

Associate Consultant, Temple Consulting Club

February 2025 – Present

Chair of Graphic Design, Temple Beauty Birds

January 2025 – Present

Student Mentor, Association for Information Systems

January 2024 – Present

Social Media Committee Member, Fashion & Business

August 2022 – Present

Student Consultant, American Marketing Association

September 2022 – December 2023