

Uma S. Shakarchi

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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

RELEVANT EXPERIENCE

TEMPLE CONSULTING CLUB

Associate Consultant

Project Team

February 2025 – May 2025

- 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
- Communicate in client-facing meetings to align deliverables with client expectations, address client feedback, and ensure project success
- Assess effectiveness of current sales channels and suggest enhancements to improve customer reach and sales performance

AMERICAN MARKETING ASSOCIATION: CHERRY CONSULTING

Student Consultant

Vault + Vine

September 2023– December 2023

- Collaborated with a team of 15 student consultants to deliver a marketing strategy focused on integrating rebranding efforts, website development, and competitive insights for local café and plant store
- Facilitated on-site activities with the team and the client 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

January 2023 – April 2023

- 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

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 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

WORK EXPERIENCE

PASSIONFISH, RESTON, VA

July 2023 – January 2025

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 – May 2025

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