



# Isra Merchant

## WORK EXPERIENCE

### STREET TEAM MEMBER

Bryan Broadcasting | January 2018 – December 2018

- Execute marketing events put on for clients of the company to spark customer interest in client business
- Promote Bryan Broadcasting through the use of games, customer interaction, and prize giveaways
- Network with owners of local businesses
- Research information about local businesses in order to set up connections and meetings with owners

### MANAGEMENT TRAINEE INTERN

Enterprise Holdings | May 2017 – August 2017

- Engaged with customers through transactions and cold sales calls
- Developed an online system to transfer daily business transactions from personal computers to software on handheld tablets
- Managed a team of 8 to 10 people four times per month throughout the internship
- Predicted incoming revenue of the branch for the month of July through the company revenue formula
- Created a new and improved sales handbook and presented to the company's CFO
- Interacted one-on-one with customers to guarantee a completely satisfied experience each time

### SALES AND SOCIAL MEDIA INTERN

Allen Village Jewelers | November 2014 – July 2016

- Designed a digital system to file inventory of all fine jewelry utilizing Microsoft Excel
- Transferred all sales history into a new system to keep record of sales more effectively using Microsoft Excel
- Created and maintained social media profiles such as Facebook, Instagram, and Pinterest
- Built client relations, giving them one to two hours of attention at a time, to ensure a high quality customer experience

## LEADERSHIP & INVOLVEMENT

### STUDENT PHILANTHROPY COMMITTEE OFFICER

Aggie Network Student Ambassadors | January 2017 – December 2018

- Organized two major events per academic year
- Brainstormed new ideas to use in future semesters in order to promote the Association of Former Students
- Educated the student body about the impact of The Association of Former Students through events planned on campus throughout the semester
- Volunteered at premier events including the Distinguished Alumni Gala, Endowed Century Club Luncheons, and Freshmen Orientation Camps
- Spoke to student gatherings on and off campus to present donor checks for organizations and informed prospective students about the impact of the Association of Former Students
- Supported the Aggie Network as the voice of the current student body

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### Texas A&M University, December 2018

Bachelor of Arts in International Studies with a concentration in Politics and Diplomacy

Minor in French Language

### Study Abroad Experience

Hong Kong, China

Meknes, Morocco

Berlin, Germany

Microsoft Office

Project Management

Event Planning

Sales and Customer Service

Communication and Leadership

Conflict Resolution

Non-Profit Management

Fundraising

Urdu/Hindi: Native Speaker