

Isabella Maldonado

isabellabmaldonado@gmail.com | (925) 818-4565 | www.linkedin.com/in/isabella-b-maldonado

EDUCATION

UNIVERSITY OF SAN FRANCISCO, School of Management
MS Marketing Intelligence

San Francisco, CA
July 2026

UNIVERSITY OF SAN FRANCISCO
BA Communication Studies, Public Relations; Advertising, 3.7

San Francisco, CA
May 2024

SKILLS

- Technical Skills: Excel, Tableau, R Studio, Hootsuite, Semrush, Google Analytics, MailChimp, SQL
- Marketing Analytics: Consumer behavior analysis, ROI tracking, forecasting, conducting market research
- Social Media: Instagram, TikTok, Snapchat, Facebook, X, copywriting, graphic design, content creation, media trends

EXPERIENCE

JACKSON FAMILY WINES – MSMI PRACTICUM

San Francisco, CA

Consultant (Team Lead)

March 2026 – Present

- Leading a team of three to present in depth market research and strategies to CEO and marketing team of JFW
- Conducting market research through primary research, focus groups, in depth interviews, netnography, and ethnography to analyze current consumer behavior trends

MALLOY GROUP CONSULTING

San Francisco, CA

Consultant (Team Lead)

October 2025

- Led a team of three to deliver clear market position strategies for new low-cost product line to the CEO of a premium knife company
- Conducted market research through primary research, surveys, cold calling competitors and competitive analysis to develop consumer insights for new target audience
- Analyzed pricing, positioning, and differentiation strategies to ensure new line complements current product lines

TECHNICALLY SPEAKING (DBA BIZLUTIONS INC)

San Francisco, CA

Virtual Producer

June 2023-August 2025

- Support coaches through managing and minimizing technical issues behind scenes
- Developed online classroom experience with participant engagement features (e.g. polls, white boarding, chat, quizzes, video sharing, recording and breakout rooms)

SNP COMMUNICATIONS

San Francisco, CA

Intern

June 2022-September 2022

- Analyzed market trends and consumer behavior to inform and strengthen marketing campaign strategies across client accounts
- Wrote segments on maximizing the intern experience to benefit both interns and organizational teams for company newsletter, The SNOOP
- Collaborated with Broadcast Team to strategize on up-coming deliveries and brainstorm new opportunities to share with the Sales Team
- Proposed and founded SNP's mental health initiative, now a core offering for clients and employees

MARKETING PROJECTS

Airbnb

October 2025-December 2025

- Analyzed Airbnb listing data to evaluate how amenities and pricing influence customer ratings and revenue performance
- Standardized inconsistent Wi-Fi labels to improve data reliability and ensure accurate consumer insight generation
- Identified lower ratings among Wi-Fi listings driven by budget market dynamics rather than amenity impact

Gloss Goals, What Gen Z Women Really Want in a Lip Gloss

September 2025-October 2025

- Translated consumer observations into strategic recommendations for beauty brands targeting Gen Z audiences
- Applied netnography and in-store ethnography to analyze real-world buying behavior
- Conducted qualitative consumer research to understand Gen Z preferences and purchase drivers in lip gloss category

Golden State Warriors Social Media Campaign

January 2023-May 2023

- Developed six month long social media calendar including dates, media platform delegation, collaborations with influencers and GSW foundations, events, and merchandise
- Showcased a client background, client brand voice analysis, SWOT analysis, social media analysis, competitor analysis, budget, and overall evaluation

ADDITIONAL

- Certifications: Hootsuite Platform, Tableau 2024.1: Essential Training, Semrush Fundamentals of Marketing Analytics, Semrush On-Page SEO and AI Search Essentials, Semrush Social Media Marketing
- Awards: American Advertising Federation ADDY Award
- Interests: Star gazing (seen over 50 shooting stars)