

BRINDA BHATT

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PROFILE SUMMARY

A creative marketing professional who lives at the intersection of brand storytelling, data, and design. I thrive on building brands that resonate, crafting campaigns that captivate, doing competitive analysis and turning data into actionable insights. With a knack for social media strategy, content creation, and consumer psychology, I bring a unique blend of creativity and analytics to every project. Let's create something unforgettable, whether it's a brand, a campaign, or a story that sticks.

EDUCATION

Master of Science in Marketing

12/2025

University of Arizona, Eller College of Management, Tucson, AZ

SKILLS AND CERTIFICATIONS

Technical Skills: STATA, IBM SPSS, Tableau, Microsoft Office Suite, SEO, SEM, Canva, Email Marketing, Monday.com, Adobe Creative Suite, Mailchimp, Digital Marketing, Predictive Analysis, A/B Testing, Data Visualization, Regression Analysis, UI/UX Design, Power BI, Photoshop, TRIBE, Sprout Social

Certifications: Brand Identity and Strategy (IE Business School), Advertising with Meta (Meta), Introduction to Business Analytics (Tableau Learning Partner), Attract and Engage Customers with Digital Marketing (Google), Social and Behavioral Research Best Practices for Clinical Research (CITI Program), Digital Marketing Smiternship (Stukent)

PROFESSIONAL EXPERIENCE

Branding and Social Student Worker

03/2025– Present

Office of Diversity and Inclusion | USA

- Manage the social media and branding presence for the Departments at the University of Arizona
- Conduct daily research on industry trends and collaborate with 30+ student organizations to enhance outreach efforts
- Support the Senior Director in organizing data and preparing presentations, while also contributing to creative ideation for campus event marketing and promotional strategies

Social Media Manager

01/2025 – Present

Student Made Arizona | USA

- Develop monthly content calendars, scheduling 3+ weekly feed posts and daily stories to boost engagement by over 82.1%
- Recruitment of student creators via social media, expanding the influencer network by 25.3%
- Executed and researched brand partnerships and organized and pop-up shop events management, leveraged strategic marketing and on-site engagement techniques to drive foot traffic and increase sales revenue by 33%

Marketing Executive

03/2024 – 07/2024

Tasweeq Marketing Studio | India

- Led influencer partnerships, boosting engagement by 75.2% and expanding reach for luxury and retail brands
- Developed and managed integrated B2B/B2C campaigns, leveraging market research insights and creative strategies to optimize social media calendars and boost audience interaction by 25%
- Collaborated with social, brand, and design teams to execute campaigns, boosting content performance by 42.6%

Marketing Intern

01/2024 – 02/2024

Waaree Energies Limited | India

- Executed 9+ roadshows, boosting brand awareness by 32.4% and driving 21% sales
- Worked closely with the sales and marketing teams to manage data entry and streamline company operations using CRM tools like Zoho.
- Optimized purchase order workflows, reducing processing time by 38% with CRM-driven improvements

ACADEMIC PROJECTS

Harvard Business Studies – Pricing Simulation

09/2024 – 12/2024

University of Arizona, Tucson, AZ

- Achieved the highest rank in class by earning \$83.4 million in profits during a business pricing simulation
- Optimized pricing, resource allocation, and marketing strategies through market analysis
- Strengthened decision-making, strategic planning, and data-driven problem-solving skills

Market Strategy & Competitive Analysis Project – Digital Marketing

University of Arizona, Tucson, AZ

- Conducted market and competitor research for Hermès, analyzing key industry players, segmentation, and trends to identify growth opportunities.
- Developed a go-to-market strategy, including, channel selection, and success metrics to optimize market entry.
- Created a data-driven digital marketing strategies marketing roadmap to enhance brand positioning.