

BRINDA BHATT

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PROFILE SUMMARY

Creative marketing professional blending brand storytelling, data, and design to build resonant brands and performance-driven campaigns. Skilled in full-funnel strategy, social media management, influencer marketing, and content creation with a focus on engagement and conversion. Passionate about leveraging data-informed insights, A/B testing, and audience segmentation to drive growth and optimize campaign performance. Seeking internship or full-time roles starting June 2025.

EDUCATION

Master of Science in Marketing

12/2025

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

Bachelor of Arts Psychology 'Hons

08/2023

Maharaja Sayajirao University of Baroda, India

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 Sminternship (Stukent)

PROFESSIONAL EXPERIENCE

Marketing Trainee

06/2023 – 07/2024

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

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%

ACADEMIC PROJECTS

Harvard Business Studies – Pricing Simulation

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, 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.

Redesigning Customer Journey – Connected Customer Strategy

University of Arizona, Tucson, AZ

- Redesigned the customer journey by identifying pain points and applying the "Be There," "Be Useful," and "Be Quick" frameworks
- Enhanced engagement through personalized search strategies, content marketing, and streamlined touchpoints
- Increased ROI potential by integrating AI-powered tools and marketing automation