

# BRINDA BHATT

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## PROFILE SUMMARY

Marketing strategist blending customer insights, data storytelling, and platform expertise to design performance-driven campaigns. Experienced in campaign planning, audience segmentation, and KPI analysis using tools like GA4, Meta Suite, and Tableau. Skilled at transforming data into actionable insights for stakeholder alignment and strategic growth. Passionate about optimizing marketing outcomes through cross-functional collaboration and real-time decision making. Seeking full-time roles starting October 2025.

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## EDUCATION

**Master of Science in Marketing** 08/2025

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

**Bachelor of Arts Psychology 'Hons** 08/2023

Maharaja Sayajirao University of Baroda, India

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## SKILLS AND CERTIFICATIONS

**Technical Skills:** Acrobat, STATA, IBM SPSS, Tableau, Google Tag Manager, Google Analytics, Website building and Management, 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, Photoshop, TRIBE, Sprout Social, Salesforce

**Certifications:** Behavioral Research Best Practices for Clinical Research (CITI Program), Market Research and Consumer Behavior, (IE Business School), 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, Digital Marketing Smiternship (Stukent)

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## PROFESSIONAL EXPERIENCE

**Marketing Trainee** 06/23 – 07/24

[Waaree Energies Limited](#) | India

- Executed 20+ roadshows, boosting brand awareness by 47.4% and driving 28% sales
- Collaborated with 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

**Social Media Manager** 01/25 – 08/25

[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, organized pop-up shop events, and used strategic marketing techniques to drive engagement

**Branding and Social Assistant** 03/25 – Present

[Campus Community Connections](#) | USA

- Led social media and branding efforts for University of Arizona departments to enhance visibility and engagement
- Conduct daily research on industry trends and collaborate with 30+ student organizations to enhance outreach efforts
- Proposed insight-driven campaign strategies based on audience profiling and platform trends; one was implemented by the Senior Director to enhance student engagement

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## ACADEMIC PROJECTS

[Behavioral Research: Social Value & Posting Behavior](#)

Market Research Project – University of Arizona

- Designed and conducted a behavioral survey (N=100) using Qualtrics and CloudResearch to collect data across U.S. and U.K. participants.
- Applied demographic and psychographic segmentation to uncover correlations between social identity and posting behavior
- Translated insights into audience personas and strategic messaging recommendations for campaign planning.

[Harvard Business Studies – Pricing Simulation](#)

University of Arizona, Tucson, AZ

- Analyzed competitor pricing movements and adjusted strategy in real time to maximize market share and revenue
- Achieved top class performance with \$83.4M in simulated profit by forecasting outcomes and reallocating resources dynamically
- Applied A/B-style scenario testing and pricing elasticity models to guide data-driven decisions

[Social Media KPI Dashboard – Tableau Project](#)

University of Arizona, Tucson, AZ

- Built a dynamic Tableau dashboard analyzing 100+ Facebook posts using KPIs like CTR, impressions/hour, and engagement rate
- Applied RANK\_PERCENTILE to segment content performance tiers and uncover optimization opportunities
- Enabled data-informed decision-making by visualizing trends across posting time, format, and audience behavior

[Cross-Platform Social Strategy Proposal – Digital Marketing](#)

University of Arizona, Tucson, AZ

- Designed a full-funnel social media marketing plan for Segway Ninebot E2 targeting Gen Z using TikTok, Instagram, and YouTube
- Applied audience segmentation and consumer insight to shape platform strategy, content hooks, and influencer activation
- Defined campaign KPIs and proposed tracking methods using GA4, Meta Business Suite, and TikTok analytics

[Redesigning Customer Journey – Connected Digital Customer Strategy](#)

University of Arizona, Tucson, AZ

- Applied behavioral insights to redesign the customer journey, enhancing campaign relevance and optimizing key touchpoints for engagement and conversion
- Enhanced engagement through personalized search strategies, content marketing, and streamlined touchpoints
- Increased ROI potential by integrating AI-powered tools and marketing automation

[Portfolio Website – Wix + Google Tools](#)

- Built a responsive portfolio site to showcase marketing, analytics, and design work; added GA4 and GTM for real-time user tracking
- Structured the site to showcase case studies, performance metrics, and visuals in an SEO-friendly layout with clear CTA paths