

BRINDA BHATT

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PROFILE SUMMARY

Marketing operations and project coordination professional with experience in campaign execution, stakeholder communication, and cross-functional alignment. Skilled in managing timelines, approvals, and deliverables across multiple channels to drive marketing success. Seeking full-time roles starting October 2025.

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

SKILLS AND CERTIFICATIONS

Technical Skills: Acrobat, STATA, IBM SPSS, Tableau, Google Tag Manager, Google Analytics, Google Looker Studio, SQL Basic, 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: Marketing Automation(Udemy) AI for Product Marketing(Udemy), Marketing Analytics(Udemy), 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)

PROFESSIONAL EXPERIENCE

Marketing Trainee

06/23 – 07/24

[Waarce Energies Limited](#) | India

- Executed 20+ roadshows across multiple regions, boosting brand awareness by 47.4% and driving 28% sales growth.
- Managed vendor relationships and coordinated event logistics to maintain consistent brand representation.
- Streamlined CRM workflows and optimized processes, reducing purchase order processing time by 38%.

Social Media Manager

01/25 – 08/25

[Student Made Arizona](#) | USA

- Produced blogs, videos, social posts, email campaigns to educate and engage target audiences, including on-site coverage of branded pop-up events.
- Collaborated with the website manager to update site content and manage external communications, delivering a cohesive and premium brand experience
- Recruited and collaborated with creators, expanding the influencer network by 25.3% through strategic outreach.

Marketing and Coordination Assistant

03/25 – 08/25

[Campus Community Connections](#) | USA

- Designed and delivered branded presentations for the Campus Connectivity Symposium to over 100 attendees, reporting directly to the Senior Director on event deliverables
- Led event communications and branding initiatives, enhancing visibility and engagement across 30+ organizations.
- Coordinated event execution, managing backstage flow, stakeholder alignment, and timely content delivery.

ACADEMIC PROJECTS

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

- Designed and conducted a behavioral survey using Qualtrics & Cloud Research 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](#)

- 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](#)

- 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](#)

- 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 Consumer Digital Customer Strategy](#)

- 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](#)

- Designed the website's UI/UX, executed SEO optimization for improved search visibility, and maintain ongoing site management
- Built a responsive portfolio site to showcase marketing, blog, email, analytics.
- Designed UI/UX, implemented SEO best practices, and integrated GA4 and GTM for performance tracking.