

BRINDA BHATT

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PROFESSIONAL SUMMARY

Growth and lifecycle marketer with end-to-end ownership across email automation, CRM, CMS, paid media, social media, and campaign analytics. Translated performance data into dashboards for strategic decisions; working across a stack that includes GA4, Klaviyo, HubSpot, Looker, Tableau, and Salesforce. Currently leaning to build automated marketing workflows using Rilo and Zapier as AI driven operations become the new baseline. A Psychology background grounds everything I do in audience behavior and strategic intent; I can zoom into a campaign detail and zoom out to the broader growth picture with equal comfort. Actively seeking to immediately start full-time roles in lifecycle, growth, operations, and digital marketing.

EDUCATION

Master of Science in Marketing | University of Arizona | GPA: 3.4

Tucson, AZ | 08/2025

Bachelor of Arts Psychology 'Hons | Maharaja Sayajirao University | GPA: 3.3

India | 04/2023

SKILLS AND CERTIFICATIONS

Klaviyo, HubSpot, Pardot, Mailchimp, Salesforce CMS, Google Analytics (GA4), Google Tag Manager, Looker Studio, Tableau, STATA, IBM SPSS, SEO, SEM, AEO, GEO, A/B Testing, Email Marketing, Meta Business Suite, Canva, Adobe Creative Suite, Photoshop, Acrobat, Microsoft Office Suite, Sprout Social, Monday.com, Wix CMS, SQL, Rilo

Certifications: Email Marketing (HubSpot), Revenue Operation (HubSpot), Marketing Automation (Udemy), AI for Product Marketing (Udemy), Behavioral Research Best Practices for Clinical Research (CITI Program), 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), Digital Marketing Smiternship (Stukent), Social Media Management (Student Made)

PROFESSIONAL EXPERIENCE

Growth & Lifecycle Marketer

11/25 – 01/26

[Boss Cow Foods](#) | USA

- Owned end-to-end campaign execution across email, paid media, and social channels; from asset building and UTM tagging to performance tracking and optimization
- Managed \$30,000/month paid media budget across Meta and Google, consistently achieving 2.5x ROAS through audience targeting, creative optimization, and A/B testing across subject lines, CTAs, and ad layouts; translated learnings into actionable optimization recommendations
- Built and launched automated lifecycle programs (welcome, win-back, post-purchase) and email campaigns in Klaviyo, including HTML development, segmentation, list hygiene, and deliverability compliance
- Researched and operationalized the ICP using behavioral and transactional data to sharpen targeting, positioning, and personalization across email and paid channels
- Collaborated with founders on campaign launches, CRM optimization, and growth strategy, contributing to both execution and broader lifecycle-driven revenue decisions

Marketing and Outreach Coordinator

03/25 – 08/25

[Campus Community Connections](#) | USA

- Designed and branded presentations, digital assets, and event collateral for campus initiatives, reporting directly to the Senior Director
- Coordinated end-to-end campaign and event execution across 30+ campus organizations, managing timelines, stakeholders, and on-site logistics
- Led event communications across email and social, increasing visibility and driving higher registrations and post-event survey participation

Social Media Manager

01/25 – 08/25

[Student Made Arizona](#) | USA

- Built and managed the social media content calendar; scheduled and published organic posts and short-form video aligned to the creator's product, grew followers from 340 to 1,100 (223%) and increased engagement by 400%
- Drove 75% increase in website traffic from social, contributing to \$7K+ in incremental revenue attributed to social campaigns
- Created and edited visual content including static posts, carousel graphics, and website blogs using Canva and Adobe Creative Suite; managed and published content through Salesforce CMS aligned to brand guidelines
- Recruited and collaborated with student creators, expanding the influencer network and testing UGC style content to improve reach

Marketing Trainee

06/23 – 07/24

[Waaree Energies Limited](#) | India

- Coordinated end-to-end logistics for 200+ dealer roadshows including catering, facilities, swag, and print materials; tracked attendance and gathered attendee feedback to make post-event recommendations.
- Supported marketing initiatives including newspaper ads, billboards, and signage; assisted with strategy, design, and vendor relationship management.
- Gathered customer feedback across events; translated insights into recommendations for product positioning, campaign messaging.

ACADEMIC PROJECTS

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

- Designed and built entire portfolio website on Wix CMS from scratch, including landing pages, resume page, and project showcase pages.
- Implemented on-page SEO improvements including metadata optimization, internal linking strategy, and keyword alignment across all pages.
- Managed full CMS including blog publishing, landing page updates, and solution page content management.

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

- Designed and conducted a behavioral survey using Qualtrics and Cloud Research across U.S. and U.K. participants
- Applied demographic & psychographic segmentation to uncover correlations between social identity, posting behavior and translated into campaign messaging recommendations.

[Harvard Business Studies – Pricing Simulation](#)

- Ranked 1st out of 60 students, generating \$83.4M in simulated profit in a dynamic pricing competition by applying pricing elasticity models to guide data driven decisions
- Analyzed competitor pricing movements and adjusted strategy in real time to maximize market share and revenue

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

- Built a dynamic Tableau dashboard analyzing Facebook posts using KPIs including CTR, impressions/hour, and engagement rate
- Translated dashboard insights into recommendations on posting timing, content format, and engagement strategy

[GA4 Analytics and Looker studio Dashboard Project](#)

- Building a marketing performance dashboard using Google Merchandise Store GA4 demo data, tracking core ecommerce metrics including traffic, session behavior, conversion rates, and channel performance.
- Visualizing trend data to surface insights and support optimization recommendations across acquisition channels.