

Vritika Thadhani

Marketing Communications

Marketing Communications major eager a creative for full-time position in the New York area.

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+1(732)-816-1208
East Brunswick, New Jersey

Education

Marketing Communications

Emerson College

Insight-Driven Marketing	Google Analytics
Marketing and Sales Distribution	Public Relations
Scandal Management	Brand Identity
Global Brand Strategies	Music Marketing

Skills

Communications Management	Adaptability
Marketing Campaign Development	Innovative
SEO Optimization	Interpersonal Skills
Market Trend Analysis	SPSS Software
Statistical Analysis System (SAS)	Microsoft Suites

Volunteer

- First Tee Raritan Valley - Coaching students aged 5-15 on golfing techniques
- School of Rock East Brunswick - Aiding in band practices for students 5-13 years old
- Tutoring Services - Helped students K-5th grade with mathematics.
- Robinhood Army - Providing Food to the needy in Kolkota India

Extracurricular

- Creating musical pieces released on all streaming platforms under stage name "Baby Face"
- Performed for magazines YourMag, FiveCentSound, Index, and radio-show WECB events.
- Collaborating personally with upcoming New York musicians (Yeily Saints, Ania Hoo, etc.)
- Designed and executed multiple photo shoots displayed on creative domain.

Experience

Marketing Associate

June 2022 – August 2023

Culture Marketing
Freehold, New Jersey

- Maintained content tone, language and personality by partnering closely with branding team (CARE, AMREF, etc.).
- Monitored competitive landscape and gathered with sales team to create insights for strategic planning purposes and push aligning messages. Exceeding weekly goals with top sales while promoting growth for the entire team.
- Maintained organized database of leads, contacts, and opportunities within CRM systems (Onboard).

Media Services Assistant

October 2021 – May 2024

Emerson College
Boston, Massachusetts

- Facilitated communication with clients and delegated to internal production teams.
- Input data into software for storage, retrieval and archiving (Webcheckout, Zendesk, etc.).
- Troubleshoot technical issues related to all computers, multiple software's, classroom set ups, and audiovisual equipment during live events or presentations

Equity and inclusion Ambassador

January 2024 – May 2024

Emerson College
Boston, Massachusetts

- Educated and informed employees on equity-related policies, fostering a more inclusive workplace culture.
- Facilitated workshops and discussions to promote awareness and understanding of diversity, equity, and inclusion (DEI) topics.
- Collaborated with HR and leadership to implement initiatives aimed at reducing bias and promoting fairness in hiring and promotion processes.

Data Entry Clerk

April 2022 – April 2023

Y2 Academy
Princeton, New Jersey

- Reviewed source documents for completeness and accuracy, identifying illegible or incomplete source data.
- Updated and maintained databases, improving recordkeeping while processing and entering new data at high volumes.
- Provided status updates on research and analysis of current issues and proposed corrective actions.

Jewelry Salesperson

April 2018 – April 2021

Radhika Jewelers
South Brunswick, New Jersey

- Explained merchandise features and benefits to customers to promote products resulting in multiple sales per day, with prices ranging from three thousand to ten thousand USD.
- Demonstrated excellent communication skills when interacting with customers from diverse backgrounds to locate desired products and provide personalized recommendations.
- Supported visual merchandising efforts by arranging items according to planograms or store guidelines.