

# Siya Bhasin

MARKETING INTERN

## Profile

One of my proudest accomplishments has been founding **HUMBHINGO**, a nonprofit organization dedicated to supporting underprivileged children. I paused operations when I moved to the U.S. for my undergraduate studies — with full intentions to continue after earning my degree.

- I launched and led a **Tutoring Initiative** in Math and English, helping students improve their academic performance through consistent workshops and mentorship.
- I introduced **art and dance programs** to foster creativity, self-expression, and confidence among children through movement and storytelling

## Employment History

### Strategic Alliances and Partnerships Intern, Reward 360, Bangalore

JUNE 2025 – AUGUST 2025

- Collaborated on strategic brand partnerships to enhance customer loyalty efforts.
- Innovated loyalty programs that drive engagement and retention.
- Developed data-centric marketing campaigns that leverage insights for targeted outreach.
- Analyzed real-world applications of customer engagement strategies to improve effectiveness.
- Engaged with over 1000 global retail collaborations to strengthen brand advocacy.

### Digital Marketing Intern, Skinvest Skincare , Mumbai

MAY 2024 – AUGUST 2024

- Developed innovative digital marketing campaigns for Gen Z, boosting product visibility by 88% with engaging content like "Sunscreen Storytime" series.
- Crafted carousel posts for Bomb Bum Cream, enhancing brand engagement by 45% through body-positive messaging.
- Analyzed market trends and consumer behaviors to inform strategic planning and refine campaign adjustments.
- Collaborated with cross-functional teams, ensuring alignment on brand messaging and campaign objectives.
- Gained expertise in audience segmentation, performance analytics, and content optimization, combining creativity with data-driven strategies.

### Marketing and Finance Intern, Volvin Ltd, India

JANUARY 2024 – APRIL 2024

- Spearheaded a project to bridge finance and its audience through engaging content, interviewing 20 individuals from diverse demographics to assess financial knowledge and concerns.
- Created a 21-day series of Instagram reels addressing common investment-related questions, simplifying complex concepts into relatable narratives, increasing engagement by 80%.
- Developed skills in market research, content ideation, and social media strategy, making Volvin's services more accessible and approachable, demonstrating the value of education-driven marketing in the finance industry.

## Details

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## Skills

Microsoft Office

Effective Time Management

Leadership

Fast Learner

Communication Skills

Adobe Photoshop

Ability to Work in a Team

Digital Marketing

## Hobbies

**Cooking:**What started as a personal hobby became a meaningful initiative when I organized a food drive to support underprivileged children. Inspired by the joy my cooking brings to those around me, I raised \$2,000 in just 3 weeks and donated it to Bal Bhavan Orphanage, combining my love for food with a cause I deeply care about.

**Dance:** I've been formally trained in Classical Indian Dance from 2012 to 2022. Over the course of 10 years, I performed in numerous cultural events, passed multiple certification exams, and developed strong presentation skills, discipline, and stage confidence.

## Events Organisation Assistant , Loyola Marymount University, Los Angeles

AUGUST 2024 — MAY 2025

Supported the planning and execution of over 100 on-campus events, ranging from small meetings to large-scale conferences. Collaborated with a diverse team of over 100 student employees and professional staff to ensure seamless event logistics, including setup, coordination, and customer service. Contributed to the department's mission of delivering professional, end-to-end support for university-wide events through attention to detail, efficient communication, and on-the-ground teamwork.

## Director of Merchandise , LMU REACH, Los Angeles

AUGUST 2024 — MAY 2025

- REACH is LMU's student-run media and marketing organization that connects students with brands through creative content, campaigns, and real-world marketing experiences.
- I served as the Director of Merchandising, where I was responsible for creating and managing REACH's official branded merchandise.
- I led the design process, coordinated with vendors, and worked with the outreach team to ensure each drop reflected our brand identity and engaged the student community.
- I learned how to manage end-to-end campaigns, balance creative ideas with practical execution, and collaborate across teams to bring a vision to life.

## Education

### Bachelor of Business Administration In Marketing, Loyola Marymount University , Los Angeles

AUGUST 2023 — MAY 2026

I'm currently majoring in Marketing at Loyola Marymount University, where I'm on track to complete my 4-year **Bachelor of Business Administration (BBA)** degree in just 3 years.

### High School Dipolma in International Baccalaureate, Indus International School Bangalore , Bangalore

AUGUST 2021 — MAY 2023

- High-Level Subjects: Business Management, Psychology, English.
- Standard-Level Subjects: French, Math, Environmental Science.

## Languages

English

French

Hindi