



# BHANIKA MISTRY

MARKETING MANAGER

## CONTACT

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- New York, NY

## EDUCATION

### University of Massachusetts - Amherst

2016-2020

Bachelor of Business Administration in Marketing

Bachelor of Science in Resource Economics

## EXTRAS

Founder & Creator of @Businessb.ee

Member of 212 NYC New York's Advertising Club

Treasurer of APEX Gives Back

Mentor for Big Brother Big Sister

## SOFTWARE

- Google Analytics
- Mailchimp
- Kochava
- WordPress
- JIRA
- Microsoft Suite
- SQL
- HootSuite
- Canva
- Shopify

## LANGUAGES

- English
- Spanish

## ABOUT

Innovative and results-oriented marketing leader with a robust background in digital, paid, and owned media campaigns. Expertise in managing diverse client portfolios and delivering impactful strategies to drive revenue and brand growth. Proven ability to lead teams, optimize performance, and develop strategic marketing initiatives across various industries (Beauty, CPG, Pharma, Health & Wellness, Consumer Electronics, QSR).

## WORK EXPERIENCE

### Supervisor, Digital Strategy & Activation April 2024 - Present Publicis Media - APEX

- Managing a high-performing team of 5 employees to achieve client goals across multi-million dollar brands over various industries, resulting in increased company productivity quarter-over-quarter.
- Constructing comprehensive 360 marketing strategy aimed at driving future innovation and directly engaging consumers and retailers, this initiative enhanced consumer loyalty and retailer partnerships.
- Pioneering monthly reporting system to review client performance metrics for a prominent beauty brand, enabling data-driven insights that efficiently optimized global campaigns for a 4.3% improvement in ROI.
- Running & activating \$20 million-dollar media buys across linear, social, display, & audio, resulting in delivery of over 100M impressions.

### Senior Digital Strategy Specialist March 2023 - April 2024 Digital Strategy Specialist March 2022 - March 2023

#### Publicis Media - APEX

- Strategized, launched, and optimized full-funnel campaigns across display, social, video, and audio channels, achieving a 11.5% increase in revenue and customer adoption for the introduction of an FDA-approved oral COVID-19 treatment.
- Designed and executed innovative digital strategies that elevated brand identity for high-profile clients, resulting in a 10% increase in brand awareness and a 9.8% boost in customer engagement for a leading consumer electronics company.
- Led A/B tests for new audience and bidding strategies, resulting in significant ROAS increases across multiple campaigns.
- Coordinated with Product Management, Brand, Finance, Legal, and Dev through multiple rounds of creative iterations in a timely manner.

### Associate Account Executive September 2020 - March 2022 Epsilon - Publicis Groupe

- Collaborated with 10+ clients to deliver CRM and loyalty marketing campaigns for a Fortune 500 Global QSR brand, generating over \$2M in revenue and enhancing client relationships.
- Oversaw financial performance for a multi-million-dollar portfolio, overseeing revenue, contribution margin, ROI, and profitability to ensure optimal business outcomes.
- Implemented a dynamic influencer marketing program across Facebook, Instagram, and TikTok, leveraging top wellness influencers to boost brand visibility, resulting in a 10% increase in product reach and sales.
- Orchestrated multiple concurrent search campaigns, from program briefing to activation and reporting, driving targeted customer engagement and segmentation goals.

### Marketing Operations Intern - Veracode Summer 2019

### Marketing & Communications Intern - UMass Medical Summer 2018