

DHRUVIKA JOSHI

Los Angeles, CA | (425) 900-2409 | dsjoshi@usc.edu | <http://www.linkedin.com/in/dhruvika-joshi/>

EDUCATION

University of Southern California Los Angeles, CA
Master of Science in Marketing Analytics (STEM) - 3.67/4.0 August 2025-Present

Pandit Deendayal Energy University Gujarat, India
Bachelors in Business Administration - GPA: 3.7/4.0 June 2020-May 2024

EXPERIENCE

Tawkify. Inc (Matchmaking business) Los Angeles, California
Partnerships Strategist November 2025-Present

- Conduct brand-level data analysis and evaluate male audience behavior to guide content, partnerships, and influencer selection.
- Translate brand strategy into execution by leading partnerships and ambassador programs influence perception and experience across dating journey.

Leaf (Audio Memory App) Los Angeles, California
Audience Insights & Growth Strategy Intern November 2025-Present

- Create Use Case & Opportunity Map comparing segments by market potential, ease of adoption, & alignment with Leaf's mission
- Apply consumer insight, brand strategy, and storytelling skills to support Leaf's market expansion goals

ILEM Japan (Wellness luxury brand) Gandhinagar, India
Junior Brand Strategist June 2024-June 2025

- Curated major celebrity campaigns increased the Return On Advertising Spend (ROAS) by 50%
- Collaborated with 10+ cafes to run community building activities by tea sampling rounds and pop-ups
- Contracted 3+ agencies to outsource PR and marketing in articles and media

Tiny. J Thrifts Gujarat, India
Founder May 2023-May 2025

- Collaborated with 7+ cafes and exhibited re-used clothes collection
- Built a community of 700+ students across India and worked on social media to drive sales online

ILEM Japan Wellness Luxury brand) Gandhinagar, India
Marketing Intern January 2022-March 2022

- Conducted preliminary research on 500+ influencers using Social Media Optimisation techniques
- Coordinated dispatch for 5+ gifting rounds and sampling rounds to High Net worth Individuals, Celebrities and mass crowd

AIESEC Cairo, Egypt
Senior Manager, Social Sector June 2023-July 2023

- Led a team of 4 individuals to acquire 4 new NGO clientele and retained 85% of members
- Completed a one-month AIESEC exchange program in Egypt, studying tourism culture, consumer behavior, and local economic contexts

LEADERSHIP EXPERIENCE

USC, Association of Indian Students Los Angeles, CA
Vice President Relations September 2025-Present

- Build partnerships with student clubs and community groups & represent club in external meetings and events

SKILLS & INTERESTS

- Skills: Marketing, Networking, Communication, Leadership, Creativity, Data Visualization, Excel, Canva, Google Slides, R studio
- Interests: Painting, Creative writing, Fashion, Music

KEY ACCOMPLISHMENTS

2nd Place – USC Marshall MSMKT Case Competition (Team Mosaic Consulting): Case Competition for a data-driven marketing strategy addressing real institutional communication challenges.