

# DHRUVIKA JOSHI

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## EDUCATION

<b>University of Southern California</b> <b>Master of Science in Marketing Analytics (STEM) - 3.67/4.0</b>	Los Angeles, CA August 2025-Present
<b>Pandit Deendayal Energy University</b> <b>Bachelors in Business Administration - GPA: 3.7/4.0</b>	Gujarat, India June 2020-May 2024

## EXPERIENCE

<b>Tawkify. Inc (Matchmaking business )</b> <b>Partnerships Strategist</b>	Los Angeles, California November 2025-Present
<ul style="list-style-type: none"><li>Conduct brand-level data analysis and evaluate male audience behavior to guide content, partnerships, and influencer selection.</li><li>Translate brand strategy into execution by leading partnerships and ambassador programs influence perception and experience across dating journey.</li></ul>	
<b>Leaf (Audio Memory App)</b> <b>Audience Insights &amp; Growth Strategy Intern</b>	Los Angeles, California November 2025-Present
<ul style="list-style-type: none"><li>Create Use Case &amp; Opportunity Map comparing segments by market potential, ease of adoption, &amp; alignment with Leaf's mission</li><li>Apply consumer insight, brand strategy, and storytelling skills to support Leaf's market expansion goals</li></ul>	
<b>IEM Japan (Wellness luxury brand)</b> <b>Junior Brand Strategist</b>	Gandhinagar, India June 2024-June 2025
<ul style="list-style-type: none"><li>Curated major celebrity campaigns increased the Return On Advertising Spend (ROAS) by 50%</li><li>Collaborated with 10+ cafes to run community building activities by tea sampling rounds and pop-ups</li><li>Contracted 3+ agencies to outsource PR and marketing in articles and media</li></ul>	
<b>Tiny. J Thrifts</b> <b>Founder</b>	Gujarat, India May 2023-May 2025
<ul style="list-style-type: none"><li>Collaborated with 7+ cafes and exhibited re-used clothes collection</li><li>Built a community of 700+ students across India and worked on social media to drive sales online</li></ul>	
<b>IEM Japan Wellness Luxury brand)</b> <b>Marketing Intern</b>	Gandhinagar, India January 2022-March 2022
<ul style="list-style-type: none"><li>Conducted preliminary research on 500+ influencers using Social Media Optimisation techniques</li><li>Coordinated dispatch for 5+ gifting rounds and sampling rounds to High Net worth Individuals, Celebrities and mass crowd</li></ul>	
<b>AIESEC</b> <b>Senior Manager, Social Sector</b>	Cairo, Egypt June 2023-July 2023
<ul style="list-style-type: none"><li>Led a team of 4 individuals to acquire 4 new NGO clientele and retained 85% of members</li><li>Completed a one-month AIESEC exchange program in Egypt, studying tourism culture, consumer behavior, and local economic contexts</li></ul>	

## LEADERSHIP EXPERIENCE

<b>USC, Association of Indian Students</b> <b>Vice President Relations</b>	Los Angeles, CA September 2025-Present
<ul style="list-style-type: none"><li>Build partnerships with student clubs and community groups &amp; represent club in external meetings and events</li></ul>	

## 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.