

Busaya (Sheila) Victor

Los Angeles, California | (310) 730-9534 | sheilavictor1620@gmail.com | [LinkedIn](#) | [Portfolio](#)

EDUCATION

University of Southern California, Marshall School of Business

Los Angeles, CA

Bachelor of Science in Business Administration, Minor in Consumer Behavior

May 2025

TECHNICAL SKILLS

- **Software and Programming languages:** Canva, HubSpot, Microsoft Excel (Pivot Tables, VLOOKUP), Microsoft Power BI, Adobe Creative Cloud, Tableau, Python, SQL Workbench, HTML, JMP Pro, WordPress
- **Skills:** Social Media Communication, Digital Design, Market Research, Product Marketing, Competitive Analysis
- **Languages:** Bilingual in Thai and English, Fluent in Lao, Conversational in Spanish and French

EXPERIENCE

APCO

Washington, DC

Global Marketing Intern

June 2025 – Present

- Optimized 300+ HubSpot contacts by eliminating duplicates and resolving bounces, enhancing outreach efficiency
- Researched 20 public relations firms' AI offerings and features to evaluate APCO's MARGY positioning, synthesized insights into a report with website strategy improvements, and presented recommendations to the marketing team
- Edited 18+ thought leadership blog articles for the firm's website and LinkedIn, ensuring clarity and brand alignment

BiotechBeauty

Los Angeles, CA

Marketing Analytics Intern

April 2025 – July 2025

- Executed competitive analysis of 20+ beauty brands across offerings, pricing, and claims, uncovering hybrid beauty and biotech trends and developing 3 actionable positioning strategies that informed the company's go-to-market approach
- Led ROI analysis of 15+ Instagram boosted ad campaigns using Shopify and Meta data, identifying engagement patterns
- Translated campaign metrics into an actionable promotion plan and delivered recommendations to the co-founder

SMBC MANUBANK

Los Angeles, CA

Product Marketing Intern

June 2024 – August 2024

- Conducted a competitive analysis of 345 fees charged by the institution, comparing them against 10 competitor banks
- Presented findings and recommended fee adjustments, including increases, decreases, eliminations, or maintenance to C-suite executives to align with the bank's objectives, optimize revenue, and maintain market competitiveness
- Performed a financial impact analysis using Curinos databases, evaluating current fee structures and potential revenue streams, and identified approximately \$380,000 in potential incremental revenue opportunities for the institution

Tenants Law Firm

Los Angeles, CA

Marketing Intern

May 2023 – July 2023

- Developed a series of client testimonials and infographics for the firm's Instagram page, boosting followers by 13%
- Recommended marketing strategies based on data collected and assessed the effectiveness of content posted on Instagram to the marketing team, based on the firm's Facebook and Instagram metrics, and key performance indicators

Nuleep Hexagon and USC MOVE Program

Los Angeles, CA

Intern

June 2022 – July 2022

- Administered qualitative surveys to 15 students from underrepresented groups across California state colleges to assess their needs and gauge potential interest in HBCU.vc and Pledge LA's Summer Venture Capital Internship Program
- Analyzed common trends from the survey to produce an impact report and delivered strategic recommendations based on data to the Program Manager about new strategies and initiatives to acquire new entrepreneurs and clients

LEADERSHIP AND PROFESSIONAL DEVELOPMENT

Marshall Outreach and Volunteer Entrepreneurs (MOVE)

Los Angeles, CA

Director of Marketing

August 2023 – May 2024

- Revamped MOVE's Instagram and LinkedIn page with a new and cohesive visual identity, utilizing past engagement metrics and fonts, color schemes, and templates, resulting in a 35% increase in followers within one month
- Led the USC Honesty Hour Mental Health Podcast, designing weekly content by researching key mental health topics
- Organized professional and volunteer events by designing promotional materials and coordinating logistics with vendors