

ASHA BAZIL

Philadelphia PA

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RELEVANT WORK EXPERIENCE

THE NAVY YARD | Philadelphia, PA

June 2021 - January 2022

Leasing and Development Intern

- Generated ambitious WMBE/MBE targets, climate resiliency goals, and design feasibility analyses for the Navy Yard Master Plan, developed in preparation for over 2.5 million sf. of development, including a new residential market
- Designed strategies for fiber-optic funding and installation, as well as data governance and privacy protocols, in coordination with the City of Philadelphia and AECOM, as part of a larger digital connectivity plan for the Navy Yard
- Created marketing materials to visually communicate the unique benefits of the Navy Yard's unregulated electrical grid for non-technical audiences and prospective tenants

PENNPRAXIS | Philadelphia, PA

January 2021 - Present

Design Fellow : Night-time Economic and Cultural Planning

- Implements surveys to understand the impact of COVID-19 on the music, fashion, and design industries in Cape Town, Johannesburg, Dakar, Beirut, Amman, Nairobi, and Sulaymaniyah, and synthesizes results for broad audiences
- Analyzes the spatial component of cultural industries in Stockholm and Amsterdam to identify important regions, venues, and neighborhoods to advocate for their support and preservation through the Creative Footprint Project
- Elevates the voices of cultural industry stakeholders through the incorporation of local narratives and expertise into data-driven analyses

THE HOUSING INITIATIVE AT PENN | Philadelphia, PA

October 2020 - May 2020

Research Analyst

- Analyzed survey data from applicants to COVID-19 rental relief programs in Philadelphia, Baltimore, Atlanta, Cleveland, and Los Angeles
- Effectively communicated both the need for and efficacy of various types of rental relief programs created during the pandemic through visualizations of key statistics as well as written reports for city agencies, journalists, academic colleagues, and the public

55 | New York, NY

March 2017 - August 2019

Senior Expertise and Innovation Lead

- Provided technical expertise and business development recommendations as the AdTech expert for the 55 US office on complex projects leveraging tools such as Salesforce, the Google Marketing Platform, and Facebook Business Manager to support top-tier brands such as Richemont, Shiseido, and Chanel
- Designed and delivered external training sessions for clients and partner companies to groups of up to 40 participants on topics such as web analytics, media attribution, UX optimization, and data lakes
- Led strategic partnership initiatives to advance 55's presence in the AdTech space by presenting at key conferences and maintaining strategic contacts

Senior Digital Consultant

- Designed and coordinated the deployment of strategic data architecture roadmaps to help clients better unlock and activate data across multiple sources
- Served as the project lead for the global Shiseido Group account, executing technical projects involving multiple stakeholders, coordinating teams on three continents, and interacting on a daily basis with C-Level client sponsors to successfully elevate the group's digital proficiency
- Grew existing client relationships via successful business development initiatives driven by a strategic understanding of their specific needs and limitations

EDUCATION

UNIVERSITY OF PENNSYLVANIA | Philadelphia, PA

Expected May 2022

Master of Arts in City and Regional Planning, Smart Cities Concentration

THE GEORGE WASHINGTON UNIVERSITY | Washington, DC

May 2015

Bachelor of Arts in Economics and International Affairs: minor in French Literature

magna cum laude

SKILLS

statistics + coding : R, Python, ArcGIS Pro, SAS, Stata, SQL, VBA, Google Big Query, JS, HTML, C++ for Arduino

language : Professional proficiency in French, intermediate in Spanish, beginner in Wolof, beginner in Gujarati

creative : Adobe Creative Suite (Photoshop, Illustrator, InDesign)

analytics + media : Google Marketing Platform (Analytics 360, Campaign Manager, Display & Video 360, Search Ads 360, Tag Manager 360, Data Studio), Google Ads, Facebook Business Manager, Google Cloud Platform, Tableau