

# Tanya Acharya

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## EDUCATION

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### Virginia Tech, Pamplin College of Business

Blacksburg, VA

*B.S. in Marketing Management | Minor in Computer Science | GPA: 3.75 | Expected to Graduate May 2024*

**Relevant Coursework:** Consumer Behavior, Marketing Management, Business Information Technology, Design for Consumers, Software Design and Data Structures, Intro to Computer Organization

## PROFESSIONAL & LEADERSHIP EXPERIENCE

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### Intel Corporation

Santa Clara, CA

*Marketing and Communications Intern*

*July 2022 - Present*

- Define communications and marketing plans for the Environmental Health & Safety branch at Intel to aid in sharing the EHS strategy internally during its rebranding phase.
- Develop materials that align with the EHS brand and ensure all products meet the Intel brand and voice standards within the copy editing, Sharepoint creation, graphic design, and podcast spaces.

### HackViolet

Blacksburg, VA

*Marketing Director*

*May 2022 - Present*

- Serve as the leader of the Marketing Team on the HackViolet board to ensure all tasks get completed, involving setting up meetings, assigning tasks, and providing oversight
- Present new ideas and provide advice and guidance to promote women's involvement in technology, specifically coding.

### Pamplin College of Business - Marketing Department

Blacksburg, VA

*Undergraduate Research Assistant*

*Jan 2022 - May 2022*

- Worked closely with Marketing Professor to understand the nuances of entrepreneurship for POC by conducting research, tracking academic sources, and creating assets
- Copyedited and reviewed academic papers to ensure there were minimal errors with maximum clarity

### Merkle Inc.

Columbia, MD

*Marketing Intern*

*Jul 2021 - Dec 2021*

- Utilized software such as Salesforce and Pardot to append target lead data, conduct event planning, and track internal communications
- Wrote copy and scheduled social media posts for the brand's varying media outlets, actively drove up engagement by 12.8% on Twitter and 92.9% on LinkedIn
- Collaborated with the marketing team to generate presentations summarizing consumer data and conduct research

### Phoenix Peak Associate

Ashburn, VA

*Manager On Duty*

*Sep 2018 - Jun 2020*

- Designed and created promotional media to attract prospective customers and highlight sales to generate traction for the store
- Regulated facility by assigning tasks and managing tasks to employees to ensure all aspects of the store were organized as well as functional

### USA Today

Tysons Corner, VA

*Student Shadower*

*Jul 2018*

- Accepted student into Mae R. Watson's Shadow A Pro Program to gain insight into the marketing field
- Provided input on improving a growing brand's management as well as learned how a large brand manages its facilities

## TECHNICAL SKILLS

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Javascript, Java, C, Qualtrics, Microsoft Suite, Adobe Photoshop, Adobe Illustrator, InDesign, Edesign, Salesforce