



TANVEEN SINGH



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San Jose, CA

SUMMARY

Results-driven young professional with a deep understanding of the latest marketing trends and technologies. Skilled in developing effective marketing campaigns, conducting market research, and utilizing digital tools to drive engagement and ROI. Utilizing various marketing tools such as web management, graphic design, and short/long term content writing to convey value to customers. Experienced in collaborating with diverse teams and leveraging analytical insights to optimize marketing efforts. Dedicated to applying the principles learned at Santa Clara University and prior professional experiences to deliver impactful results for clients and customers alike.

WORK EXPERIENCE

Digital Marketing Intern and Associate

Alteryx

June 2022 - September 2022

- Worked on the Web Development team at Alteryx. Collaborating with content, branding, and creative team to perform regular web updates on www.alteryx.com
- Hands on experience working with a CMS (Sitecore) promoting SaaS B2B
- Worked collaboratively with the branding team during company wide rebrand with an emphasis on the website redesign
- Managed publicity for several new SaaS product launches
- Worked on web mergers during Alteryx company acquisition over Trifacta
- Performed A/B Tests on different web design strategies
- Regularly implemented and analyzed new SEO tactics
- Designed and implemented AI integration (Drift Bot) on home and finance pages to drive traffic to sales on Alteryx website

Brand Management Intern

3Strands Global Foundation

May 2021-May 2022

- Content creation for social media sites (Instagram, Facebook, LinkedIn) and company website (www.3StrandsGlobalFoundation.org)
- Used primarily Adobe Illustrator, Photoshop, and Canva for content creation
- Tracked consumer analytics across social media channels
- Worked under head of marketing to develop and manage branding kit
- Worked with UX Developer during company website redesign
- UX Writing
- Managed social media scheduling user Later.com
- Responsible for email outreach to vendors and other nonprofits when planning for the annual Break Free Marathon

Customer Facing Marketing Intern

Glossi

January 2023 - April 2023

- Santa Clara University's Entrepreneurial Internship Program – Paired with Glossi, a marketing solution which automates 3D model render creation for branding and marketing professionals
- Experienced start up culture at a company with a role in marketing
- Spearheaded marketing research for partner and customer outreach
- Social Media research gathering potential early adopter and future customer bases (Instagram, Reddit, Twitter, LinkedIn, Facebook)
- Content creation and outreach strategy for Glossi pioneers experienced in Blender, Maya, and other 3D modeling softwares

Public Relations Coordinator

Santa Clara University Multicultural Center

August 2021 - June 2023 (Present)

- Creation of Brand Kit for organization
- Email Marketing and Newsletters
- Collaboration with on and off campus organizations
- Website Creation, Design, and Management (www.mccscu.com)
- Content creation through Canva, Adobe Illustrator, and Adobe Photoshop
- Social Media Content Management (Instagram @scu_mccc)
- Planned and managed dozens of events with over 300+ participants
- Photography and Videography for events and collaborations
- Photo Editing using Adobe Photoshop and Video Editing using Avid Media Composer
- Merchandise Design through Adobe Illustrator

SKILLS

Microsoft Excel, PowerPoint, Word

Adobe Photoshop, Illustrator, PremierPro, Lightroom

CMS Management - Sitecore, Squarespace, Wix

SEO, Digital Branding, Web Design, UX Writing, Webpage publishing, White-paper management

Social Media Management, Canva, Later

A/B Testing, Market Segmentation

Google Analytics, Google Ads, Paid Ads

Asana, Monday

Avid Media Composer, Final Cut Pro, Video Production

Event Planning, Project Management, Relationship Curation

Cross Functional Team Collaboration

EDUCATION

BS Marketing and Entrepreneurship

Cumulative GPA: 3.4

Santa Clara University

2019 - 2023

SCU's Marketing program provides young professionals with a comprehensive education in marketing strategy and tactics by emphasizing creativity, collaboration, and data-driven decision-making

LEADERSHIP

2020 - 2022 Intandesh President: South Asian Undergraduate Association

2019 - 2022 TA for BUSN70: Contemporary Business Issues

2021 - 2022 TA for COMM30: Intro to Digital Film Production

RELEVANT COURSES

Data Analysis for Marketing Decisions

Customer Behavior

Internet Marketing E-Commerce

Integrated Marketing Communications

Sustainability Marketing

Internship in Entrepreneurship

Building a New Business

Statistics and Data Analysis

Financial Management

Operations Management

Strategic Analysis Business Management

Capstone

Digital Imaging, Digital Art, and Digital Design

Elements

Advanced Business Writing