Prernaa BHARADWAJ



GRADUATE STUDENT | MARKETING COMMUNICATIONS & RESEARCH

Graduate student in Media Science at Boston University with over four years of professional experience in marketing, strategic communications, and brand development. Alongside my academic studies, I serve as a Graduate Teaching Assistant and Writing Fellow, supporting undergraduate and graduate students through individualized mentorship, academic guidance, and inclusive learning practices. My experience spans consumer research, sports marketing, and international corporate communications, with a strong emphasis on cross-cultural collaboration, leadership, and community engagement.

Education

Boston University, College of Communication
Boston, USA

Master of Media Science
2025 - 2027

- Pursuing the Marketing Communications Research concentration in the Media Science program
- Currently holding a **GPA of 3.82/4.0**

FLAME University
Pune, India

Bachelor of Business Administration
2018 - 2021

- Majored in Digital Marketing with an open minor and took courses in Operations and Finance

Skills & Proficiencies

AI & Technical Proficiencies
- Experienced in integrating AI-assisted tools into research, content development, campaign planning, and project management.

Research & Analytics
- Quantitative and qualitative research, survey design, statistical analysis using SPSS, consumer insights, data interpretation, and research-driven strategic recommendations.

Marketing & Strategy
- Brand strategy, integrated marketing communications, stakeholder engagement, campaign planning, digital content strategy, and cross-cultural communications.

Tools & Platforms
- SPSS, Google Analytics, Meta Ads Manager, Notion, Canva, Microsoft Office Suite.

Portfolio
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On-Campus Employment

Writing Fellow
January 2026 - Present

Boston University Writing Center | Spring & Fall 2026

- Provide individualized writing consultations to undergraduate and graduate students across disciplines, supporting every stage of the writing process.
- Guide students in strengthening argumentation, organization, clarity, and rhetorical effectiveness through constructive feedback and collaborative revision strategies.
- Support multilingual and international students through inclusive, culturally responsive tutoring practices that recognize diverse linguistic backgrounds and academic experiences.
- Foster a supportive, non-evaluative learning environment that builds writers' independence, confidence, and long-term academic growth.
- Co-lead the Writing Center's social media initiatives, developing engaging student-facing content to increase awareness of writing resources, workshops, and academic support services.
- Conduct classroom outreach presentations to introduce students, particularly first-year students, to Writing Center services and encourage greater engagement with academic support resources.

Graduate Teaching Assistant
January 2026 - Present

Boston University College of Communication | Spring & Fall 2026

- Support course instruction and student understanding of key media theories by assisting with discussion sections, course materials, and classroom engagement for a foundational media studies course enrolling approximately 250 students.
- Collaborate with faculty and fellow teaching assistants on grading, assessments, attendance management, and student progress monitoring, ensuring consistency with course objectives and academic policies.
- Conduct individualized office hours and assignment consultations, mentoring students in critical analysis, academic writing, communication theory, and multimedia storytelling.
- Serve as a primary academic resource for approximately 50–55 students per semester, providing individualized guidance, mentorship, and support throughout the academic term.
- Conduct one-on-one synopsis consultations to guide students through research, argument development, and preparation for their final video projects.
- Promote an inclusive and approachable learning environment by proactively engaging with students, addressing individual concerns, and helping them navigate academic challenges.

Research and Academic Projects

Market Research Analyst | Chipotle Consumer Insights Study **Boston University | Fall 2025**
CM722

- Conducted quantitative consumer research examining college students' quick-service restaurant preferences, using SPSS to analyze consumer attitudes and purchase behavior.
- Analyzed 180 survey responses to identify consumer preferences, behavioral patterns, and potential purchase drivers.
- Translated statistical findings into strategic marketing recommendations and presented research insights to faculty.
- Collaborated with peers on survey design, data collection, and research methodology.

Consumer Insights Researcher | Starbucks Strategic Analysis **Boston University | Spring 2026**
CM723 & CM724

- Conducted two complementary quantitative research projects examining college students' coffee shop preferences and purchase intentions, focusing on Starbucks and competing coffee brands.
- Developed a Theory of Planned Behavior-based research framework and survey measures to examine consumer attitudes, perceived behavioral control, social influences, habit strength, place attachment, and purchase intentions.
- Designed and administered a Qualtrics survey, collecting 156 responses and retaining 105 valid responses following data cleaning and screening.
- Applied statistical techniques, including exploratory factor analysis, reliability testing, regression, correlation, and ANOVA, to assess measurement quality and identify factors associated with purchase intentions.
- Identified consumer attitudes as a significant predictor of purchase intentions, explaining 33.1% of the variance, and developed research-informed recommendations for brand positioning, customer retention, and loyalty strategies.

Summer Internship

Senior Marketing Analyst Intern — Marketing & Communications **June 2026 - August 2026**
Accenture, India

- Supported integrated marketing communications for Accenture Tech Next Challenge 2026, a flagship deep-tech initiative featuring 21 finalist startups and 150 Grand Finale attendees.
- Coordinated 100+ campaign deliverables across creative, communications, digital, and event workstreams, managing timelines, approvals, and cross-functional dependencies.
- Maintained project trackers, documentation, and approval workflows to monitor progress, manage deliverables, and align stakeholders.
- Developed executive communications, LinkedIn thought-leadership content, and campaign materials for 10 senior leaders, translating complex topics into audience-focused messaging.
- Supported Grand Finale execution, coordinating vendors, production requirements, event materials, run-of-show documentation, and stakeholder communications.
- Collaborated with teams across India, the Philippines, and the US to support social strategy, performance tracking, and microsite optimization to improve digital discoverability.

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Full-Time Work Experience

Portfolio
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Co-Founder & Marketing Head
PaddleOut Pickleball

July 2024 - September 2025

- **Built PaddleOut Pickleball from the ground up under Gidorah Sports Management,** establishing it as Hyderabad's leading pickleball platform through consistent tournament execution, community building, and strategic marketing.
- **Achieved ₹10 lakhs (~$11,500 USD) in revenue within the first two quarters** and projected an additional ₹20 lakhs (~$23,000 USD) for the next two, while keeping every tournament profitable through strategic pricing, lean operations, and audience insights.
- **Spearheaded all brand-building and marketing efforts**—developed the brand book, tone of voice, logo, digital assets, and a cohesive visual identity; handled everything from brochures and flyers to banners and stickers.
- **Conceptualized and led the Hyderabad Pickleball League**, Hyderabad's biggest pickleball event, owning all marketing, team sales, sponsorship acquisition, player auctions, event promotions, and end-to-end operations.
- **Built and scaled a 150+ member WhatsApp community,** the city's most active forum for pickleball enthusiasts, driving organic engagement and consistent event participation.
- **Directed the creation and growth of the brand's digital presence**—launched and managed the Instagram handle, produced and edited reels, implemented paid campaigns to grow visibility, and optimized content using performance data and creative experimentation.
- **Led strategic sponsorship outreach and partnerships,** collaborating with brands across F&B, wellness, and sports equipment industries to deliver compelling in-kind and monetary deals, enhancing the tournament experience.
- **Partnered with DUPR (Dynamic Universal Pickleball Rating) to** make PaddleOut an official ranking tournament host, enabling players to earn verified global rankings and increasing tournament credibility.
- **Designed the UI/UX and led branding for an upcoming mobile app** to streamline player registration, match scheduling, and open-play availability, positioning it as a first-of-its-kind platform in the local ecosystem.
- **Managed tournament operations,** including match scheduling, scorekeeping, team coordination, and crowd engagement, driving a 25% increase in spectator attendance at each event.
- **Enhanced the customer experience through detailed service touchpoints,** from check-in flows to winner rewards, driving high participant satisfaction and consistent positive feedback.
- **Organized and hosted 10+ successful tournaments** across different formats (singles, doubles, mixed doubles), with each tournament seeing a 10% increase in unique participants and strong player retention.

Experiences
Full Time

Marketing Manager
Hotcult
(Formerly PAD Integrated Marketing & Communications) **January 2025 - June 2025**
Reporting to the CEO & Founder

- **Owned and managed a total marketing budget of ₹1 crore (~$120,000 USD)** across PR, social, content, design, branding, influencer collaborations, and internal comms, ensuring optimal allocation and maximum impact on key brand-building initiatives.
- **Spearheaded HOTCULT's employer branding and leadership visibility strategy** across LinkedIn and Instagram—established content pillars, managed weekly publishing cadences, and drove engagement growth through storytelling, audience segmentation, and platform analytics.
- **Led founder branding on LinkedIn** by defining voice, positioning, content, and engagement rhythm for founders and department heads, driving consistent growth, industry credibility, and thought leadership for the organization.
- **Designed HOTCULT's internal and external brand world,** including guidelines, email signatures, social banners, event templates, sonic branding, and cultural merchandise, ensuring consistency across touchpoints.
- **Led key content marketing efforts,** including 4 monthly blogs, long-form showcase case studies, reels, campaign breakdowns, and P2C narratives, building B2B and B2C credibility.
- **Revamped HOTCULT's website presence by** overseeing UX/UI workflows, aligning with SEO/tech teams, and executing content rollouts, including thought-leadership blogs, new work showcases, and brand portfolio updates.
- **Built and scaled HOTCULT's recruitment and talent engagement ecosystem** through structured WhatsApp hiring communities, newsletters, internal branding for job posts, and 2–3 touchpoints per month, in sync with HR.
- **Directed internal communication and employee experience design**—launched the HR & Culture Handbook, curated onboarding decks for teams and interns, and led organization-wide recognition programs including shoutouts and gifting.
- **Created a performance rating system to maintain high content quality across all platforms** (LinkedIn, blog, Instagram, newsletters); introduced a monthly evaluation mechanism with leadership to ensure creative alignment and improvement.
- **Partnered with PR teams and external partners to drive visibility by** briefing on new launches, coordinating award submissions, and identifying media opportunities (press, podcasts, panels) for HOTCULT and its leadership.
- **Produced high-engagement Instagram Reels and LinkedIn content,** including BTS shoots, employee journeys, cultural moments, and industry commentary, driving a 200% increase in reach and doubling platform engagement within 3 months.

Experiences
Full Time

Senior Solutions Strategist
Owled Media

Reporting to the CEO & Founder

November 2022 - September 2024

- **Led strategy and execution across the company's largest social media retainers,** overseeing campaign ideation, internal and external communication, and execution, generating over ₹17 lakhs (~$19,500 USD) in monthly recurring revenue.
- **Managed high-value production and digital projects worth ₹10–25 lakhs (~$11,500–$28,700 USD)**—handled all aspects of execution, including team scheduling, budgeting, vendor coordination, and post-production delivery.
- **Headed strategy for the Personal Branding for Founders vertical,** collaborating with startup leaders to craft platform-specific narratives across LinkedIn, Twitter, and Instagram—achieving up to 50% growth in engagement and followership.
- **Orchestrated the agency's most successful social media growth story,** achieving 200% organic engagement growth and a 150% increase in followers in just six months through a tailored and insight-driven strategy.
- **Directed brand and campaign strategy for India's top cricket leagues and athletes** during the Indian Premier League—conceptualized interactive games and 3D locker room renders, and oversaw creative shoots for social campaigns.
- **Spearheaded multiple website revamp projects worth ₹8–12 lakhs (~$9,200–$13,800 USD),** leading the full lifecycle from client briefing to UX/UI optimization and collaborating cross-functionally across design, dev, and content teams.
- **Steered 2D animation and explainer video campaigns** for brands with budgets ranging from ₹6–12 lakhs (~$6,900–$13,800 USD)—led ideation, scripting, design direction, and production oversight.
- **Owned the founder's personal branding strategy,** increasing Twitter and LinkedIn engagement by 20% and growing followers 6% month-on-month through consistent positioning and content rhythm.
- **Directed a landmark non-profit campaign culminating at the United Nations HQ in New York,** contributing to brand messaging, website redesign, and social media execution for a high-impact international event.
- **Built and nurtured long-standing relationships with startup founders and CMOs,** significantly improving retention through high-touch communication and reliable delivery.
- **Led positioning, narrative strategy, and creative execution for legacy brands** looking to reinvent themselves digitally, leveraging niche creators and cultural relevance to drive a 100% increase in engagement.
- **Maintained a 100% pitch win rate**—worked directly with the founder to build winning frameworks, strategies, and creative narratives that secured long-term retainers and project deals.
- **Owned client servicing, internal & external project communication,** and cross-departmental operational alignment to ensure consistent delivery, creative excellence, and KPI achievement across every engagement.

Experiences
Full Time

Marketing Manager
UrbanKisaan

March 2022 - November 2022

Reporting to the Head of Marketing and CEO

- **Served as the single point of contact for all marketing and branding initiatives,** owning end-to-end strategy and execution across social media, influencer collaborations, internal communications, and brand development.
- **Led the brand's digital presence across platforms,** developing monthly content calendars, coordinating with agency partners, and managing execution to drive awareness and engagement.
- **Spearheaded the launch of two new brands,** building them from scratch—defining positioning, messaging, and content pipelines while overseeing visual identity creation.
- **Directed influencer marketing campaigns for product launches,** managing research, outreach, onboarding, payments, and end-to-end coordination across 15+ creators, increasing organic traction.
- **Conceptualized and executed two professional product photoshoots**—collaborated with food stylists and photographers to create high-impact visual content for digital and print use.
- **Produced and edited high-performing Instagram reels that garnered over 500,000 views—** leveraging creative storytelling and trend mapping to boost reach and follower growth.
- **Collaborated with multiple external agency partners for cross-functional marketing campaigns—** managed execution for meme marketing, influencer promotions, ATL & BTL advertising, OOH, and photoshoots.
- **Improved customer satisfaction by mapping the digital journey** and optimizing touchpoints across online and offline channels to boost retention and experience.
- **Managed a celebrity photoshoot for a brand campaign—**handling production coordination, creative oversight, and final rollout across internal and public platforms.

Associate Social Media Specialist
Social Panga

June 2021 - March 2022

Reporting to the Associate Vice President - Mumbai

- **Managed 4 high-value brand accounts (from startups to global companies)** as the primary point of contact, generating about ₹10 lakhs (~$11,500 USD) in monthly revenue through ongoing retainers.
- **Strategized and executed monthly social media content calendars** that delivered consistent month-on-month improvement in key engagement and performance metrics across platforms.
- **Delivered comprehensive monthly analytics reports**—translated platform insights into actionable recommendations that informed brand strategy, content direction, and campaign pivots.
- **Managed Online Reputation Management (ORM) across all accounts,** responding to 80+ customer queries daily to maintain strong brand-consumer relationships and meet service SLAs.
- **Owned end-to-end client servicing, internal team coordination, and operational workflows,** ensuring timely content delivery and seamless collaboration across creative, strategy, and production teams.
- **Supported two large-scale celebrity-led photo and video shoots** by managing on-ground production logistics and coordinating between creative teams, talent, and post-production units.

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Internships

Marketing & Data Analytics Intern
Mainstreet Marketplace

May 2020 - Sept. 2020

- Reported to the CEO and Co-Founder + Creative Director
- Created social media content for Instagram, including posts, videos, stories, reels, and IGTV (before the feature was discontinued).
- Researched relevant topics & trends; ideated and conceptualized original ideas, image research, and copywriting to increase engagement & followers organically.
- Worked toward a goal of reaching 10,000 followers from 7,600 in one month (achieved), reaching 13,000 followers by the end of the internship.
- Set up an organizational system and moved operations from Google Sheets to Notion. Set up workspaces for each platform to ensure a smooth, efficient workflow, with calendars and databases for inventory, sales, stock, etc.
- Sneakerheads of India: developed a new segment for the Instagram page called 'Sneakerheads of India' and contacted people and creators to participate in this segment.

Marketing & Branding Intern
GrabOn

May 2020 - July 2020

- Reported to the Marketing Manager
- Partnered with the social media team to create content for GrabOn's Instagram page, researched organic growth strategies, and used the findings to build monthly calendars and posts.
- Worked with the social media team to design Instagram posts and create potentially viral Instagram campaigns.
- Analyzed popular social media accounts and developed strategies to organically increase followers, reach, and engagement.

Marketing Intern
SFX Eyewear

May 2020 - July 2020

- Reported to the CMO
- Worked as a marketing intern to create a brand book.
- Established the brand philosophy and social media presence, and led social media campaigns from start to finish.
- Built an online presence for a brand with a strong offline presence by designing the website and its UI/UX.

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