

Anushka Ajmera

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EDUCATION

Emory University, Goizueta Business School

Atlanta, GA

Bachelor of Business Administration, Marketing, Double Major: Psychology

May 2026

Cumulative GPA: 3.65/4.0 | Dean's List Fall 2025

Relevant Courses: Monetization/Pricing Strategy, Advanced Marketing Strategy, Strategic Management, Advertising and Promotion, Data and Decision Analysis, Marketing and Consulting Practicum

WORK EXPERIENCE

Croud, Account Strategy and Planning Intern

Atlanta, GA | May 2025 – Aug. 2025

- Assisted with end-to-end status calls (internal and external) by preparing agendas, managing campaign timelines, delivering reports, and presenting industry news updates
- Built and managed decks, timelines, matrices, and trackers using Google Workspace suite to ensure smooth project execution and client alignment
- Analyzed performance and insights across 5 clients to deliver actionable and strategic recommendations
- Designed a digital marketing toolkit for a capstone project to empower small to medium sized nonprofits to enhance their online presence through organic channels

Bloomingdales, Marketing and Consulting Project

Atlanta, GA | Jan. 2025 – May 2025

- Designed an integrated marketing communications plan to boost in-store traffic, brand awareness and revenue
- Conducted competitive benchmarking and analysis to identify Atlanta consumers' key purchase drivers
- Recommended a growth strategy based on store formats, product categories and service differentiation to increase overall sales in Atlanta

Ready For Social, Monetizing Innovation Project

Atlanta, GA | Aug. 2024 – Dec. 2024

- Created a monetization strategy including bundling, licensing, and subscription-based models
- Assessed market threats and user pain points to develop a product plan and growth projection
- Strengthened product roadmap through competitor analysis and customer feedback mapping

Matterfox, Brand Strategy Intern

Mumbai, India | Jun. 2024 – Aug. 2024

- Assisted in repositioning and launching 6 lifestyle brands by developing branding strategies, including tone, communication and personality archetypes
- Collaborated closely with cross-functional teams to align brand messaging with market trends to drive value-based positioning and improve go-to-market strategy

4Point Music, Social Media Marketing Intern

Atlanta, GA | May 2024 – Aug. 2024

- Leveraged Meta's algorithm for targeted market research, optimizing artist exposure and boosting engagement
- Managed cross-channel brand messaging to improve digital presence and audience targeting

LEADERSHIP and COMMUNITY INVOLVEMENT

Stepping Stone Academy Foundation, Social Media Volunteer

May 2025 – Aug. 2025

- Created weekly content on Instagram, Facebook, LinkedIn, and TikTok to increase engagement and visibility
- Scheduled and boosted posts using the Meta Business Suite to enhance reach and brand awareness

Unire, Founder

Aug. 2021 – Aug. 2023

- Started an online platform that connects NGOs with volunteers in search of community service opportunities
- Gathered 200+ volunteers; distributed clothes to 150+ kids; raised \$1000+ for 4 charitable organizations

ADDITIONAL INFORMATION

Other Activities: Emory Eagles Cricket Club, Emory SaRaas Dance Club, Habitat for Humanity

Skills: MS Office Suite, Google Analytics, Canva, Tableau, Adobe Illustrator, Hindi (Fluent), Gujarati (Fluent)

Interests: Travel (Switzerland, UAE, China), painting, dancing, adventure, journaling