

ANVESHYA TYAGI

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EDUCATION

SAN JOSE STATE UNIVERSITY

Bachelor of Science

San Jose, CA

Expected May 2026

Major in Business Admin/Management Information Systems; Minors in Graphic Design and Interaction Design

Cumulative GPA: 3.5/4.0; Dean's Scholar 2022-2023

Relevant Coursework: Intro to Typography, Digital Application Basics (DSGD), Computer Tools for Business

WORK EXPERIENCE

BEYOND INFLUENCE

REMOTE

Social Media Marketing Manager

Apr 2023 – Dec 2023

- Crafted and curated compelling content using Adobe and Canva across various platforms including Meta, TikTok, and LinkedIn, tailored to resonate with diverse audience segments.
- Contributed significantly to the development of social media content calendars and strategies, resulting in an increase of 20,000 followers on Instagram and TikTok, enhancing client engagement.
- Utilized analytical tools to assess social media insights and performance metrics, utilizing data to refine content strategies and campaign effectiveness
- Actively involved with social media trends, best practices, and platform updates, ensuring that content strategies resonated with target demographics.

DERIVE INNOVATIONS

REMOTE

Marketing Intern

Jun 2024 – Sep 2024

- Crafted and curated social media (facebook/instagram) content from ground zero in a traditional setting.
- Organized and strategized content strategy with the help of Meta Business Suite

ACTIVITIES

HER-CAMPUS at SJSU

Marketing Trendsetter

Jan 2023 – Present

- Researched and identified brands that aligned with Her Campus SJSU's values, successfully securing collaborations through strategic outreach and effective communication.
- Developed and produced User-Generated Content (UGC) for secured brand partnerships, showcasing creativity and an understanding of target audiences.
- Achieved recognition for one of my brand partnership videos, which was highlighted by the brand as an exemplary piece, demonstrating my ability to create engaging and impactful content.

Management Information Systems Association (MISA)

Content & Marketing Director

- Assisted executive officer in managing all forms of communications, from emails to creating social media posts.

ADDITIONAL

Technical Skills: Javascript, HTML/CSS, Figma

Soft Skills: Project Management, Data Analysis, Communication,

Languages: Fluent in Hindi, English; Beginner Proficiency in Spanish, French

Certifications & Training: Online Course in Business Analysis (Linked-In Learning)