

Bianca Desai

Contact Information:

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EDUCATION & HONORS

Indiana University, Kelley School of Business - Bloomington, IN

May 2023

Bachelor of Science in Business

GPA: 3.70/4.00

Major(s): Business Analytics, Marketing, **Minor:** Film Production

- **Kelley Overseas Exchange** – Studied Business, Politics, and Cultural Environments at the Otto Beisheim School of Management in Germany from May to June
- **Kelley Business Honors** – Designated as a part of the top 10% of Kelley students to network with top business leaders, participate in honors coursework, professional networking events, and mentorship programs based on academic performance
- **Asian American Studies Physical Distancing Creativity Showcase** – Achieved recognition for artwork and poem that addressed the theme of Asian Americans, Pacific Islanders, and COVID-19
- **Retail Workshop** – Selected by faculty as 1 of 25 students to participate in an in-depth program created to fuel understanding of the retail industry through team collaborations, case studies, and interactions with retail industry leaders
- **Business of Producing Motion Pictures** – Group finalist against five other teams in an entertainment industry competition to pitch a unique piece of intellectual property to Michael Uslan, producer of the Batman films

PROFESSIONAL EXPERIENCE

Hallmark Cards, Inc.

May 2022 – August 2022

Business and Marketing Intern

- Conducted market tours at assigned brands to create a executive summary of pricing, process, and paper testing specifications
- Detailed the digital landscape to gain insights on opportunities for improving the full consumer experience and creating a more frictionless shopping experience (site experience, navigation, storytelling, marketing (trad + social), etc.)

Magna International

May 2021 – August 2021

Exterior's Marketing and Communications Intern

- Researched, organized, and created content for various corporate information to update marketing assets and presentations
- Promoted Exteriors events, customer shows, and internal meetings by facilitating event planning, product branding, and internal/external communication pipeline along with creating a social media campaign for Exteriors' products
- Created video testimonials using a qualitative consumer sentiment platform and presented overall findings to interested parties

Katch Media

September 2020 – January 2021

Media Genome Analyst Intern

- Performed data analysis on film and cinematography elements to draw a connection between the datasets and user preferences
- Coded data into the Media Genome and evaluated strategies in the process of driving decisions in entertainment production
- Networked with top entertainment business industry leaders through media focus groups and speaker sessions

EXTRACURRICULAR INVOLVEMENT

Phi Chi Theta Professional Business Fraternity - Bloomington, IN

February 2020 – January 2023

Vice President of Marketing

- Headed the rush initiatives under the theme 'How I Met Your Brother' by leveraging social media, coordinating information panels, and spearheading a rush information guide, all of which resulted in 126 students registering and 77 final applicants
- Launched a line of apparel by creating designs, coordinating with retail companies, and budgeting the fraternity's order count

Adapt Consulting - Bloomington, IN

February 2020 – May 2023

President

- Spearheaded communications in a 56-member organization by managing member data, coordinating guest speaker presentations, connecting with ADAPT alumni, sending updates regarding policies, applications, and meeting objectives
- Oversaw 5 internal project teams along with creating concrete protocols to facilitate club engagement and retention of members

Luddy School of Informatics, Computing, and Engineering – Bloomington, IN

September 2020 – May 2022

CEWIT Undergraduate Research Assistant

- Selected as one of 77 out of 304 to participate in the Emerging Scholars Research Experience alongside Professor, John Walsh to investigate reader-contributed content in participatory comic book culture
- Organized and presented Marvel comic book data utilizing programs such as JavaScript Object Notation, XML, and Tropy

SKILLS AND INTERESTS

The Third Door | Art – Pointillism | Community | Screenwriting | Hiking