

Amulya S. Deva

amulyadeva@gmail.com | [LinkedIn](#) | 425-638-3315 | www.amulyadeva.com

Motivated product marketer with a desire to leverage analytics into an entry-level marketing role within the Beauty Industry. Expert in analyzing beauty market insights and gathering data with clear execution to drive business. Well versed in SEO, Excel, and Google Analytics.

EDUCATION

Fashion Institute of Design & Merchandising – Los Angeles, CA expected Dec 2021
Bachelor of Arts: Beauty Marketing & Product Development Core

Trinity University – San Antonio, TX
Business Analytics & Technology, focus in Economics

EXPERIENCE

IL MAKIAGE | New York, NY May 2021 – Present
Product Marketing Intern

- Manage the development of a new product from conception to execution and outline unique selling proposition
- Conduct market research to assess benchmark products, top competitors, and production sample evaluation factors based on customer needs
- Source suppliers within budget while meeting an ambitious timeline with changing project requirements

Ulta Beauty | San Jose, CA Apr 2021 – Present
Beauty Advisor

- Offer knowledgeable service to guests with expertise of ingredient benefits, product formulation, and new products
- Gather consumer insights by determining each guest's needs and answering questions concerning product and services options
- Mentioned by name in 62.5% of the store's positive reviews for excellent customer service and knowledge from May 2021 to mid-June 2021

Cultivated Talent | Los Angeles, CA Apr 2021 – Jun 2021
Project Management Intern

- Assisted the Founders who specialize in recruitment for companies in the Beauty, Lifestyle, and Fashion industries
- Independently produced content for social media platforms such as Instagram and LinkedIn, analyzed performance using keyword analysis increasing engagement rate from 5.49% to 10.91%
- Streamlined processes through implementation of software applications such as Google Analytics, Excel, and CRM system

Pixi Beauty | Los Angeles, CA Apr 2021 – Jun 2021
Event Management – FIDM Class Project

- Partnered Pixi Beauty at the Fashion Institute of Design and Merchandising for an event concept to increase foot traffic to the Pixi Boutique in Los Angeles
- Analyzed Pixi Beauty's brand needs and granted approval by (title) to bring the event from conception to execution
- Achieved a 100% event satisfaction among participants with all participants stating their intent to attend future Pixi events

ADDITIONAL EXPERIENCE

Capgemini | San Francisco, CA Feb 2020 – Apr 2021
Consultant I

- Developed financial analysis to aid the Program/Project control and monitoring with the Delivery and Account Executive

Morgan Stanley | San Antonio, TX Apr 2017 – Aug 2018
Client Service Associate

- Worked in a diverse cross-functional team environment with 4 Financial Advisors who managed over \$650M

LEADERSHIP & PHILANTHROPY

TigerThon: Trinity University Dance Marathon | San Antonio, TX Sep 2017 – May 2019
Chief Financial Officer

- Planned budgets, fundraisers, and donations to the Children's Hospital of San Antonio and the Children's Miracle Network
- Aggregated participant and fundraising data increasing donations from \$7.5k to \$14.9k, a 95.6% increase YOY

Trinity University Delta Sigma Pi Business Fraternity | San Antonio, TX Sep 2017 – May 2019
VP Professional Development

- Developed and presented career-related content such as "How to Use LinkedIn" to recruit members to the organization
- Organized "Life Launch," an educational program for women who escaped domestic violence

Trinity University Student Government Association | San Antonio, TX

President

Jan 2018 – Dec 2018

- Assisted the Vice President in allocating \$700k to student organizations as well as the \$18k SGA budget
- Liaised between administration and 2.5k+ students resulting in an increase in registered voters, revised student government constitution, and secured free access to emergency use of women's products across campus

SKILLS

Programs: Google Suite/Microsoft Office, SEO Optimization, Data Analytics, Salesforce, Trend Analysis, Jira, Forecasting, and Business Process Development

Languages: Spanish – Conversational; Telegu – Bilingual