

ANISHA GUPTA

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PROFILE

Experienced brand marketing professional with a passion for data-driven insights and delivering strategic results. Skilled in analyzing business performance, supporting brand planning, and collaborating across teams to drive impactful marketing initiatives. Proven ability to manage timelines, budgets, and deliverables, with experience in influencing decisions through data storytelling. Organized, detail-oriented, and a confident communicator, thriving in fast-paced environments. Committed to making a positive impact in the health and wellness space through innovative brand strategies and a collaborative approach.

TECHNICAL SKILLS

Power BI | SQL | Excel | Visio | Canva | ZoomInfo | GovWin | Beginner Python | Beginner UX/UI Design

EXPERIENCE

Business Development Intern

2024

M9 Solutions, Arlington, VA

- Researched and analyzed business development opportunities to identify and prioritize strategic targets for the organization aligned with organizations five (5) core capabilities - Software Development, Data Science, Cloud Migration, Applications, and Infrastructure, Digital Transformation, and Cyber Security
- Developed comprehensive capabilities matrices for individual opportunities to evaluate the organization's ability to fulfill contract requirements
- Perform gap analyses and identify potential teaming partners to assess capabilities in accordance with contract requirements and M9 deficiencies
- Responded to Requests for Information (RFIs) from federal clients by providing tailored market information, leveraging the organization's past performance and experience to align with customers' Performance Work Statements (PWS)

Marketing Analyst Intern

2023

GlobalLogic, Santa Clara, CA

- Worked directly with the customers to gather the business requirements to solve customer pain points and improve efficiency
- Developed an end-to-end process flow demonstrating the onboarding process for new GlobalLogic employees.
- Coordinated with HR operations and TAG team to plan and execute
- Gained experience in inter-departmental communication, presentation skills, and cross-functional collaboration

Aquatics Swim Instructor

2022 - 2023

Lifetime Inc, Sterling, VA

- Demonstrated proper swimming technique to both children and adults
- Adhered to and communicated safety standards
- Created tailored lesson plans for different students and provided parents with progression reports

LEADERSHIP EXPERIENCE

American Marketing Association (AMA), James Madison University

2022 – Present

Vice President of Marketing

- Design graphics for Instagram and other social media platforms to boost engagement, and create and order branded club merchandise to ensure consistency and member satisfaction
- Conduct market research and develop strategies for national and regional case competitions, providing guidance on presentations and ensuring competitive performance.

Phi Sigma Sigma Sorority, James Madison University

2022 – Present

Marketing Insignia (Lead)

- Plan, coordinate, and implement fundraising strategies

EDUCATION

Bachelor of Science in Business Administration - Marketing, James Madison University, May 2025 (anticipated)