

SACHEEN TIPNIS

sacheentipnis@gmail.com | (262) 501-7291 | sacheentipnis.com

EDUCATION

University of San Diego

May 2024

Bachelor of Business Administration in Marketing/ Minor: Entrepreneurship - GPA:3.75

EM Strasbourg Business School

September 2022- May 2023

Bachelor of European Management - GPA: 3.88

MARKETING CONSULTANT EXPERIENCE

Digital Marketing Project for KC's Market

Winter 2023 - Present

- Contracted to design and build a user-friendly website for KC's Market annual gift giveaway using Wix that was visually appealing
- Integrated seamless sign-up functionality, streamlining attendance registration and gift distribution
- Regularly updated and maintained the website to provide accurate information and support ongoing registrations

Brand Management Project for Prosperity Personalized Health

January 2024- May 2024

- Help Dr. Bhavesh Patel as he plans to grow his new concierge medicine business in San Marcos, California
- Utilize my social media management experience to help grow his media presence and work to make stronger brand relationships
- Create and implement digital marketing strategies to increase client acquisitions and help with brand awareness

WORK EXPERIENCE

Business Development Representative, Bisnow Media

July 2024 - Present

- Generated over 30 qualified meetings per week and contributed to over \$150,000 in revenue within the last 4 months
- Built and nurtured relationships with marketing decision-makers across 100+ companies in the commercial real estate market
- Conducted in-depth prospecting research for both Bisnow's digital and in-person events platforms
- Drove business growth through multi-channel marketing campaigns to achieve event sponsorship, marketing, and revenue goals
- Successfully produced and hosted events across California, Oregon, Washington, and Nevada

Creative Zone Staff, University of San Diego

Fall 2023 - Present

- Led promotional efforts for Creative Zone services at the Student Life Pavilion, boosting engagement for student organizations
- Coordinated with student graphic designers to produce professional print and electronic materials, enhancing event advertising
- Provided comprehensive support to student organizations, offering services like banner creation and equipment rentals

Sales and Client Management Intern, Unum

June 2023 - August 2023

- Collaborated with a client development specialist to support client management and sales representative efforts, gaining hands-on experience in nurturing client relationships and addressing their needs effectively
- Engaged in professional development sessions and workshops, refining sales techniques, client management, and industry acumen
- Delivered a comprehensive presentation analyzing Quip notes, offering insights for enhancing cross-departmental collaboration

Office Assistant/ Production Manager, LKWID LLC and Trendz by GCI

June 2021 - August 2021

- Organized a digital LKWID portfolio for clients, including all products, and assisted on projects for Mac Miller and Urban Outfitters
- Created invoices and purchase orders for both LKWID LLC and Trendz, also organized incoming and outgoing shipments
- Established relationships with clients, artists, and printers, and manage the progress of artist contractors and printer contractors

LEADERSHIP AND SOCIETIES

Vice President of Brotherhood, Delta Sigma Pi

Fall 2023 - May 2024

- Cultivated brotherhood, camaraderie, and inclusivity by organizing events, activities, and mentoring new members

Fraternity Sorority Programming Board, University of San Diego

Spring 2022

- Collaborated with a team of four Greek life peers to develop and implement interfraternalism-focused initiatives and community service projects, highlighted by orchestrating the USD Fraternity and Sorority Life Fest for everyone

Diversity, Equity, and Inclusion Chair, Beta Theta Pi

Spring 2022

- Led DEI-focused recruitment workshop, integrated principles into operations, presented reports, and engaged in IFC DEI meetings

Social Chair, Beta Theta Pi

Spring 2021

- First freshman social chair to organize a Beta field day for all Beta members, and organized games, food, and managed venue space

AWARDS

Dean's List, University of San Diego

Spring 2020 - May 2024

SKILLS

Conversational Spanish and Introductory French

Proficient in Microsoft Office, Google Suite, Salesforce, Wix, Canva, and Adobe Illustrator

Microsoft Excel Certified