

KESHA BHATIA

SOCIAL MEDIA | DIGITAL MARKETING | BRAND STRATEGY

Chicago, Illinois

(714) 803-8360

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keshabhatia-portfolio.com

PROFILE

Digital marketing and social media professional with strong customer service experience across beauty, luxury retail, technology, professional sports, and higher education. Skilled in building campaigns, content, events, and brand experiences that strengthen visibility, engagement, and client trust.

EDUCATION

Loyola University Chicago

Master's in Global Strategic
International Communications
In progress

B.S. Criminal Justice

Minors in Advertising and Sports
Management
May 2024

CORE EXPERTISE

- Social Media Strategy
- Campaign Development
- Content Creation
- Event Marketing
- Customer Service
- Client Relations
- Community Management
- Brand Communications
- Analytics and Reporting
- UI/UX Design

TOOLS

Figma | Canva | Adobe Photoshop |
HTML/CSS | Microsoft Office

CREDENTIALS

Figma UI/UX Design Certificate
Adobe Photoshop Certificate
College of Arts and Sciences Scholarship

INDUSTRY EXPERIENCE

- Beauty and Aesthetics
- Technology
- Luxury Fashion
- Professional Sports
- Higher Education

PROFESSIONAL EXPERIENCE

VIVA LA MED SPA

Social Media Director

Chicago, IL

Aug 2026 - Present

- Manage the brand's Instagram, TikTok, and website, creating and publishing content that presents services clearly and keeps messaging consistent across every customer touchpoint.
- Develop seasonal campaigns, service promotions, model calls, giveaways, and product launches, including the creative concept, copy, design direction, and rollout plan.
- Plan and coordinate events and brand collaborations from early promotion through on-site execution, ensuring guests receive a polished and organized experience.
- Deliver responsive, high-touch customer service by answering client messages, explaining services and promotions, and helping customers feel informed and confident before booking.
- Increased social media followers and content views within the first week by introducing more consistent posting, stronger creative direction, and timely promotional content.

ASHUNYA INC.

Social Media Marketing and UI/UX Designer

Orange, CA / Remote

Jun 2023 - Present

- Manage content across Instagram, LinkedIn, Facebook, X, and the company website, using performance data to guide future content and campaign decisions.
- Develop engaging social posts, blog content, and marketing materials that maintain a consistent brand voice across digital channels.
- Create campaign graphics, website concepts, wireframes, and prototypes using Figma, Canva, Adobe Photoshop, and HTML/CSS in collaboration with design partners.
- Monitor social media performance and translate analytics into practical recommendations for content, design, and campaign improvements.
- Increased online sales revenue by 9% through targeted social media initiatives and digital marketing campaigns.

LOYOLA UNIVERSITY CHICAGO

Peer Mentor, Student Academic Services

Chicago, IL

Aug 2022 - Present

- Guide incoming transfer students through one-on-one check-ins, resource referrals, and dependable support that improves their transition into the university community.
- Build trusted relationships with students through regular follow-up, clear communication, and personalized academic and campus guidance.

PRADA

Digital Marketing

Chicago, IL

May 2022 - Nov 2022

- Contributed to digital media strategies designed to strengthen Prada's brand visibility across online platforms.
- Assisted with social media campaign execution, supporting audience growth and community engagement while maintaining the brand's luxury positioning.
- Participated in UI/UX projects and collaborated with creative teams, using runway shows and fashion trend analysis to inform digital ideas.
- Delivered attentive, brand-aligned customer service in a luxury environment, communicating professionally and supporting a polished client experience.

NEW YORK KNICKS

Digital Media

New York, NY

Dec 2021 - Jun 2022

- Contributed to digital media initiatives designed to strengthen fan engagement across New York Knicks online platforms.
- Supported social content strategy and participated in UI/UX projects that improved the digital experience for fans.

Portfolio: keshabhatia-portfolio.com