

# TANAYA DEB, MBA, MS

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CREATOR. DESIGNER. ENTREPRENEUR.

## EDUCATION

### Johns Hopkins University

**MBA Business Administration**  
**MS Biotechnology Enterprise and Entrepreneurship**  
2014 - 2017

### University of California - San Diego

**BS Biotechnology**  
2008 - 2012  
Commencement Speaker at Bioengineering Graduation

## AWARDS

Key Bank Case Competition  
**Best Presenter 2016**

Stroup Epilepsy Foundation Case Competition  
**First Place 2016**

Pitch Contest for Entrepreneurs  
**Second Place 2016**

## FREELANCE WORK

Asian Confluence - **Program Designer**  
Morgan Hill Care - **Marketing Manager**  
Say The Name - **Marketing Manager**  
Design For America - **Volunteer 2016**  
Black, Hispanic, Indian Business Association (BHIA) - **Member**  
Bollywood Dance - **Teacher**

## SKILLS

HTML/WordPress  
SEO & Analytics  
Python  
Marketing Research & Campaigns  
Social Media & Content Design  
Adobe Suite, Microsoft Office, G Suite

## PROFESSIONAL EXPERIENCE

### Digital Bricks

Marketing Content Designer

Feb 2017 - Present

- Developed content for multi-channel campaigns across email, in-app, web display ads, direct mail and other marketing packages that was sent to over 100 B2B clients.
- Owned the entire marketing development process in which I created four promotional videos (one for each office) and one informational starter kit to pass on to clients.
- Achievement: Created the brand design that is now used for all future marketing material.*

### Videology, Inc.

Product Management Intern

May 2016 - Aug 2016

- Strategized with business, UX, data, and engineering teams to increase product functionality by analyzing the customer journey to find trends and pain points.
- Used JIRA to manage requirements for 35 features after testing them on the platform.
- Achievement: Introduced and managed two new features throughout the product roadmap - Bulk Editing and Platform Alerts.*

### Frack The App

Marketing Consultant

Jun 2014 - Oct 2016

- Advised on partnerships and campaigns that provided unique opportunities for this startup, which in return increased app downloads and customer engagement by 70%.
- Shaped the marketing strategy by creating strong messaging content and compelling stories on 8 email campaigns that I designed, A/B tested, and streamlined.
- Achievement: Founded a niche that is inspiring the current re-design of the app.*

### Genentech., Inc.

Automation Validation Engineer  
Validation Document Specialist

Feb 2012 - Aug 2014  
Oct 2012 - Feb 2014

- Analyzed over 600 documents to verify accuracy of data by collaborating with the Engineering, Validation, Automation, and Quality team to resolve discrepancies.
- Provided ERP solutions to the team when there were complex challenges regarding the composition of technical documents and meeting processing time goals.
- Achievement: Surpassed my hired tasks and was promoted to take on new technical roles.*

### University Centers

Senior Marketing Assistant  
Marketing Assistant

Aug 2010 - Jan 2012  
Apr 2010 - Aug 2010

- Collaborated with cross-functional departments as we executed the roadmaps of over 15 events a week to find engaging techniques that ultimately drove revenue.
- Self-started and designed 10 personal projects to build the image of our brand such as new social media strategies, print material, guerrilla marketing, display ads, etc.
- Achievement: Promoted to the senior position directly supervising six marketing assistants.*

## INTERESTS

- Expressing confidence by **dancing** across many national and international stages.
- Gaining new perspectives on culture and the global economy through **traveling**.
- Crafting new skills and sharing stories through **art and design** (see my website).