Manya Bhaskara

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Summary

Marketing and communications professional with a bachelor's degree in Graphic Information Technology and experience creating branded visuals, social content, and website copy. Skilled in Adobe Creative Suite, proofreading, and incorporating feedback to maintain clear, consistent communications.

Education

Master of Arts in Communications **December 2026**
Arizona State University, Tempe, AZ

Bachelor of Science in Graphic Information Technology **December 2024**
Arizona State University, Tempe, AZ

Marketing & Communications Experience

Digital Content Creator — Independent **May 2025 – Present**

- Research, write, edit, and publish an average of 13 weekly beauty-focused TikTok and YouTube Shorts posts, managing content scheduling and production deadlines.
- Create videos and graphics in Canva and CapCut, adapting messaging and visual presentation to audience interests.

Digital Marketing Trainee — Global Career Accelerator **August 2026 – Present**

- Developed website, product, and email copy for a Nöz sunscreen project, tailoring messaging to a defined audience and proofreading for clarity and consistency.
- Built a Shopify website and designed campaign visuals, maintaining consistent typography, branding, and page layouts.

Website Designer — Wedding Salon **May 2022 – July 2022**

- Updated and proofread WordPress copy, imagery, links, and digital assets for accuracy, clarity, and consistent formatting.
- Incorporated stakeholder feedback into website copy and imagery to maintain brand consistency.

Communication Needs Assessment — Academic Project **May 2026**
Arizona State University | *Starbucks Case Study*

- Analyzed employee survey and interview findings to identify communication gaps and develop practical recommendations.

Professional Experience

Beauty Advisor — Sephora | Frisco, TX **March 2025 – Present**

- Assist 30–60+ clients per shift, explaining beauty product benefits and adapting recommendations to individual needs and preferences.
- Resolve customer concerns and coordinate with colleagues to provide accurate information and timely assistance.

Shift Supervisor (Promoted from Barista) — Starbucks | Frisco, TX **June 2022 – February 2025**

- Coordinated daily operations and assignments for teams of 5–15 employees, balancing competing priorities.
- Trained employees on procedures and communicated updates clearly to support consistent service.

Skills

Design & Content: Adobe InDesign, Illustrator, Photoshop, Canva, Copywriting, Proofreading, Website Content Updates
Coordination & Client Service: Task Prioritization, Team Communication, Customer Relationship Building, Problem-Solving
Technology: Microsoft Word, Excel, PowerPoint, Outlook, Google Workspace, WordPress, Shopify
Social Media & Analytics: Content Creation, Content Scheduling, TikTok Analytics, YouTube Studio