



BHANIKA MISTRY

MARKETER & BRAND STRATEGIST

CONTACT



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New York, NY

EDUCATION

University of Massachusetts - Amherst

2016-2020

Bachelor of Business Administration in Marketing

Bachelor of Science in Resource Economics

EXTRAS

Founder & Creator of @Businessb.ee

Member of 212 NYC New York's Advertising Club

Treasurer of APEX Gives Back

SOFTWARE & TOOLS

Microsoft Suite	TikTok Ads Manager
Power Query	Meta Ads Manager
Power Automate	Snap Ads Manager
GA4 & Tableau	Reddit Ads Manager
Canva	Pinterest Ads Manager

LANGUAGES

English (Native)

Gujarati (Proficient)

ABOUT

Growth-focused Brand & Media Strategist with a track record of bridging full-funnel activation—across paid (social & digital) and owned channels—into scalable consumer demand. Blends agency-side agility with high-level strategic oversight to design integrated brand campaigns, direct multi-disciplinary teams, and drive commercial growth across brand portfolios. Passionate about leveraging emerging platform shifts and strategic partner ecosystem deals to build modern, culturally relevant campaigns.

WORK EXPERIENCE

Supervisor, Digital Strategy & Activation

April 2024 - Present

APEX - Publicis Media

- Scale and lead APEX's dedicated Paid Social division, directly managing a team of 8+ media strategists while establishing operational workflows, team KPIs, and cross-departmental standards.
- Negotiated and established \$3M-\$50M strategic platform partnerships with Snapchat, TikTok, and Reddit, securing priority beta access and joint business deals for enterprise clients.
- Direct media strategy and activation for 25+ concurrent enterprise campaigns across CPG, Beauty, Insurance, and QSR, overseeing high-touch client relationships and \$100M+ in cumulative media spend.
- Drove a 4.3% lift in ROI for a global beauty brand by engineering a custom monthly performance framework and leveraging full-funnel A/B testing across paid social channels.
- Partner closely with key accounts, agency leads, sales executives, and internal analytics teams to drive cross-functional alignment and execute unified brand growth plans.

Senior Digital Strategy Specialist

March 2023 - April 2024

Digital Strategy Specialist

March 2022 - March 2023

APEX - Publicis Media

- Cultivated productive relationships with internal teams, proactively identifying challenges in campaign execution and working collaboratively to develop creative solutions that met timelines and budget constraints.
- Designed and executed innovative digital strategies across CTV, Programmatic & Video that elevated brand identity for high-profile clients, resulting in a 10% increase in brand awareness and a 9.8% boost in customer engagement for a leading consumer electronics company.
- Conducted A/B testing on targeting and bidding strategies across platforms, significantly enhancing campaign ROAS and driving actionable insights on customer segments.
- Established and documented project management best practices, improving efficiency in team workflows and supporting consistent, timely project execution.

Associate Account Executive

September 2020 - March 2022

Epsilon - Publicis Groupe

- Managed large-scale CRM campaigns and customer loyalty frameworks using first-party identity data to boost cross-sell and up-sell opportunities across multi-channel customer journeys.
- Localized global marketing assets for a new product launch across the QSR industry to align with US market preferences, ensuring relevance and impact across diverse consumer segments. Campaign won a Shorty Award for storytelling in 2022.
- Acted as Product Manager for owned media platforms (website, mobile app, and email marketing), driving cross-functional alignment to deliver personalized digital experiences and conversion funnel improvements.

Marketing Operations Intern - Veracode

Summer 2019

Marketing & Communications Intern - UMass Medical

Summer 2018