

PEHAL AASHISH KOTHARI

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EDUCATION

Indiana University, Kelley School of Business – Bloomington, IN

December 2026

Bachelor of Science in Business

GPA: 3.84/4.00

Major: Marketing and Business Analytics | **Minor:** Economics

Honors & Awards: Founders Scholar | Dean's List | Global Engagement Scholarship (\$40,000)

Certifications: Inside LVMH | Google Ads and SEO Optimization | Semrush Academy - Content Strategy

EXPERIENCE

Antler – Bangalore, India

June 2026 – July 2026

Marketing and Analytics Intern

- Developed Antler India's brand positioning within the Indian venture landscape by mapping VC ecosystem gaps and built a differentiated brand strategy and campaign framework that grew Antler's founder mindshare.
- Led end-to-end execution and content strategy for founder-focused branding events to drive visibility for Antler's portfolio companies, and successfully executed a 6000+ VC-attended funding event.

Indiana Daily Student – Bloomington, IN

January 2024 – May 2026

Managing Editor of Engagement (August 2025 – May 2026)

- Led a cross-functional social media team to strengthen audience engagement, brand voice consistency, and digital growth across all platforms.
- Drove record-breaking website traffic to 970K page views — the highest in the publication's history — by aligning social distribution, editorial strategy, and audience behavior data to convert engagement into readership.
- Increased overall social media engagement by 67%, through data-driven content strategy, platform-specific storytelling and audience segmentation.

Writer (January 2024 – May 2024); *Editor* (August 2024 – May 2025)

- Wrote and edited editorial content for the leading student publication serving 40,000+ readers, developing strong editorial judgment and audience-focused writing skills.

Hasbro – Bangalore, India

June 2025 – August 2025

Brand Analytics Intern

- Built partner evaluation framework to source and prioritize 10+ café, bookstore, and lifestyle venues, scoring footfall, audience overlap, and cost per engaged consumer to direct activation spend.
- Spearheaded measurement across experiential activations and influencer collaborations, tracking attendance, repeat participation, and social lift to identify formats driving strongest Gen Z brand recall.

Social Media – Online

June 2025 – April 2026

Brand Strategist and Content Creator

- Built and scaled a personal brand through narrative-driven content, generating 3M+ impressions and 500k+ interactions monthly, by blending storytelling, audience psychology, and platform-specific brand strategy.
- Developed and executed end-to-end content strategy across platforms; analyzed performance metrics to optimize engagement, brand positioning, and follower growth.

xto10x Technologies – Bangalore, India

May 2024 – August 2024

Marketing and Analytics Intern

- Directed integrated SEO, digital, and print advertising strategy for a partner clothing brand, driving a 45% sales increase and strengthening market positioning.
- Led consumer and market research to rebuild target segmentation, translating insights into social campaigns that outperformed benchmarks across fashion and consumer brands

The Teen Tribune – Bangalore, India.

January 2022 – September 2023

Social Media and Marketing Director (January 2022 – September 2023)

- Drove 56% growth in Instagram following and expanded brand visibility on X through high-performing viral content campaigns tailored to youth audiences.
- Repositioned digital marketing strategy by refining target audience segmentation and leading a 20+ member team to strengthen reach, engagement and brand consistency.

SKILLS & TECHNICAL PROFICIENCY

Analytics & Tools: R, Python, Claude Code, SPSS, Excel, Google Analytics, Google Ads, Canva Pro, PowerPoint

Marketing & Strategy: Brand Strategy, SEO, Social Media Strategy, Early-Stage Growth Marketing, Consumer Insights, Campaign Management, Audience Segmentation, Market Research

Leadership & Soft Skills: Storytelling, Cross-functional Collaboration, Editorial Judgement, Team Management, Event Planning, Public Speaking