

Harakh Joshi

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EDUCATION

Temple University – Fox School of Business Honors Program

Philadelphia, PA

Bachelor of Business Administration

Expected Graduation: May 2027

- **Double Major:** Marketing and Management Information Systems
- **Honors:** Temple University Honors College
- **Relevant Coursework:** Customer Data Analytics, Data and Analytics, Data Visualization, Marketing Research
- **Organizations:** American Marketing Association, Business Honors Student Association, Women in Business

WORK EXPERIENCE

Eden Resort & Suites

Lancaster, PA

Marketing Intern

May 2025 – August 2025

- Work directly with the VP of Marketing to transform digital marketing efforts at a premier hotel and hospitality company
- Analyze industry peers for competitive insights including social media engagement frequency, customer outreach channels, and types of hospitality events hosted such as weddings and conferences and presenting findings to the executive team
- Curate digital marketing content via blog posts and website pages to highlight Eden's top amenities and services, utilizing Google Search Console to identify keywords to optimize SEO engagement and maximize prospective guest enrollment
- Communicate cross-functionally across the resort including food/beverage, sales, and human resources to identify key stakeholder needs to best digitally showcase their department on Eden's website and social media platforms

LEADERSHIP & ACTIVITIES

Cherry Consulting

Philadelphia, PA

Account Manager

January 2025 – May 2025

- Serve as the primary point of contact between an innovative computer lab research organization and consulting team to highlight clear communication and expectations on project objectives/proposals
- Oversee weekly working meetings with project managers, directing student consultants in developing a social media strategy that strengthens brand identity, drives digital engagement, and aligns with client goals
- Develop branded merchandise that fosters public engagement, expanding the presence of the computer lab research organization to other student organizations, including Temple University's American Marketing Association

Temple Consulting Club

Philadelphia, PA

Incoming Assistant Project Leader (Fall 2025) / Senior Consultant (Fall 2024)

January 2024 – Present

- Consult with a Fortune 500 hospitality company to enhance sustainable sourcing practices of textiles in hospitality settings
- Lead project team associates in researching various textile certifications to develop strategic recommendations aimed at improving environmental impact

Associate Consultant (Spring 2024)

- Collaborate with a group of five students to research and suggest promotional strategies that focused on audience engagement and marketing approaches for a local attraction's holiday light show
- Analyze competitors and identified effective marketing strategies for increased light show visibility and attendance
- Deliver an engaging presentation to the club showcasing findings and recommendations for an improved marketing campaign

Temple Agni – Competitive Bollywood Fusion Dance Team

Philadelphia, PA

Fundraising Chair (2025-2026) / Vice President of Marketing (2024-2025)

May 2024 – Present

- Design appealing social media content including Instagram and TikTok posts using Canva to promote upcoming events and performances for a competitive student-run dance team of 20+ members practicing 15+ hours a week
- Manage collaborations with other organizations to coordinate events, creating strong connections within the dance and Philadelphia community
- Assist executive board members in choreographing various dance styles to prepare for national-level competitions against other universities

SKILLS & INTERESTS

Languages: Conversational Proficiency in Gujarati

Software: Proficient in Canva and Microsoft (Excel, Word, PowerPoint), Working Proficiency in Meta Business Suite, Tableau and HTML

Volunteering: South Asian Association of Lancaster (April 2021 – October 2022)

Interests: Dance, Fashion, Flute Player, Jewelry Making, Musicals, Pickleball, Reading, Romcoms, Traveling