DIPREKSHYA MAHARJAN

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Product marketer with experience across startup growth, community building, market intelligence, and GTM strategy, turning customer insights into compelling messaging and data-driven decisions using AI-powered research and execution.

CAREER HIGHLIGHTS

- Conducted competitive research and GTM analysis supporting new service launches and positioning strategies across technology and consumer brands.
- Increased social engagement by 25% and contributed to a 15% sales increase through integrated content and campaign execution at TONYMOLY Nepal.
- Led a 4-member team at the Hult Prize Global Competition, advancing through international startup rounds and developing a sustainability venture with a projected $2M+ market opportunity.

EXPERIENCE

CoBlack via Acadium Remote, USA
Marketing Strategy & Content Growth Apprentice *Nov 2025 - Jun 2026*

- Created customer support workflow recommendations and post-launch operational processes, including escalation paths, feedback loops, governance processes, and post-launch support frameworks.
- Contributed to product strategy through market research, competitor analysis, and user feedback planning.
- Initiated thought leadership and employment research projects focused on hiring trends, AI, and professional identity.

Xire Remote, USA
Marketing & Business Strategy Intern *Aug 2025 - Mar 2026*

- Conduct market and competitor research to support positioning, messaging, and launch planning for new service offerings.
- Monitor campaign performance and synthesize insights into recommendations that improve execution and audience engagement.
- Built AI-assisted research workflows using ChatGPT and Notion to streamline competitor analysis, content planning, and strategic reporting.

TONYMOLY Nepal Kathmandu, NP
Social Media Marketing & Content Strategist Intern *Dec 2024 – Mar 2025*

- Executed multi-channel content and social campaigns that increased engagement by 25% and contributed to a 15% increase in sales.
- Conducted consumer and competitor research across beauty and skincare categories to inform campaign strategy and product positioning.
- Managed content planning, campaign execution, and performance reporting across Instagram and TikTok.
- Collaborated with marketing and sales teams to strengthen brand visibility and customer acquisition efforts.

BeatsbyDre (vis Extern) Remote, USA
Market Intelligence & Consumer Insights Extern *Oct 2024 – Nov 2024*

- Conducted market sizing, competitive benchmarking, and consumer behavior analysis to evaluate growth opportunities.
- Produced strategic recommendations and executive-ready presentations for Beats leadership.
- Synthesized qualitative and quantitative research into actionable insights supporting customer engagement initiatives.

LEADERSHIP AND PROJECTS

Hult Prize Global Social Entrepreneurship Competition | Team Leader *Taipei 2023 | Lisbon 2024*

- Led a 4-member international team in developing venture concepts focused on sustainability and circular economy solutions.
- Conducted market sizing, customer validation, and revenue modeling, identifying a $2M+ addressable market opportunity.
- Delivered investor-style pitches to judges, mentors, and entrepreneurship leaders across international competitions.

Senior Thesis - Quantitative Economics
(Tourism and Economic Development: Nepal vs. Switzerland) *Aug 2025 - Dec 2025*

- Applied econometric modeling and regression analysis in R using World Bank and UNWTO datasets.
- Evaluated tourism's impact on GDP growth and employment, translating findings into policy recommendations.

EDUCATION

University of California Davis, Graduate School of Management - San Francisco, CA *2026 - 2027*
Master of Science in Business Analytics

Earlham College - Richmond, IN *2021 - 2025*
Bachelor of Arts in Business Administration and Quantitative Economics - Honors Program, Claude Stinneford Award

SKILLS

Marketing & Growth: Brand Positioning, Content Strategy, Go-to-Market Planning, Email Marketing, Campaign Execution
Research & Strategy: Market Research, Competitive Analysis, Consumer Insights, Product Strategy, Trend Analysis
AI & Data: ChatGPT, Claude, Notion AI, AI-Assisted Research, Prompt Engineering, Workflow Automation, Data Analysis, Research Synthesis, ClaudeCode
Tools & Platforms: Notion, HubSpot, Mailchimp, Canva, Google Workspace, Microsoft Office Suite, LinkedIn, Figma