

# BRYNNE TARANTO

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## PROFILE

An energetic and relationship-driven third-year marketing, international business, and real estate student at Villanova University, with demonstrated ability to adapt to diverse teams and challenges. Experienced in marketing, healthcare strategy, and business development with proven leadership skills in both academic and professional environments.

## EDUCATION

**Villanova University**, Villanova, Pennsylvania **May 2026**

### **Bachelor of Business Administration**

Academic Distinctions: Dean's List for Exceptional Academics, 2022-2024

**The Pennington School**, Pennington, New Jersey **June 2022**

Academic Distinctions: High Honors Dean List, 2018-2022; The Sociedad Honoraria Hispánica, 2020

## EXPERIENCE

**Villanova University**, Villanova, Pennsylvania **October 2022 – Present**

### **Special Olympics Inclusion Crew Mentor**

- Served as a dedicated mentor to over 1,200 athletes who participated in 10+ different sports.
- Fostered inclusivity and promoted a positive athletic experience at one of the largest Special Olympic events in the country.
- Lead and coordinated the Flag Football group and Soccer group, organizing challenges, scrimmages, and team engagement.

**Women In Business Society**, Villanova, Pennsylvania **September 2022 – Present**

### **Active Member**

- Engage in professional development by attending panel discussions and keynote speakers, featuring leaders across diverse business roles.
- Collaborate with peers to explore and discuss industry insights, fostering a supportive network and engaging with alumni.

**Nina's Waffles and Ice Cream**, New Hope, Pennsylvania **May 2023 – August 2024**

### **Assistant Manager**

- Oversee daily operations involving customer service and sales, cash management, and inventory control.
- Develop and manage weekly employee schedules, aligning staffing with peak demand times to optimize customer service.
- Help with business development through digital marketing on social media platforms.

**Cardiovascular, Metabolic, Respiratory & Global Market Access Strategy Group**, Rahway, New Jersey **June 2024 – August 2024**

### **Merck Undergraduate Intern**

- Conducted primary and secondary market research on obesity and GLP-1 landscape, analyzing entry points and strategic positioning for Merck.
- Leveraged public databases, healthcare analyst platforms, and expert interviews to gather insights on market potential.
- Analyzed consumer behavior and competitive landscapes within the direct-to-consumer market.
- Summarized key findings, strategic recommendations, and market entry options for senior executives.
- Developed a presentation culminating in a live Q&A with leadership from the Marketing and Global Market Access departments.

**Competitive Effectiveness Class**, Villanova, Pennsylvania **August 2023 – December 2023**

### **First Place Team - Marketing Director**

- Led a team of nine people in developing a comprehensive marketing plan for Bungee Brands, a local online shoe retailer.
- Presented final marketing plan to the CEO, covering market research, target segmentation, ad development, SEO, and promotional strategies.
- Created and executed an effective social media engagement strategy through digital marketing, resulting in 600% increase in engagement.
- Effectively communicated market analysis resulting in a successful product launch, and a significant boost in brand recognition.

**Merck Global Health Innovation Fund**, Remote **May 2023 – July 2023**

### **Research Assistant**

- Completed primary and secondary research on digital health companies in Latin America for the venture investment thesis.
- Exposed to basic due diligence and financial evaluation techniques.

**Entrepreneurship Club**, Pennington, New Jersey **January 2019 – June 2022**

### **Founder and President**

- Facilitated meetings and hosted on-campus events for entrepreneur workshops and networking discussions.
- Hosted a mock-Shark Tank competition with over 30 competing students and hired a panel of experienced judges.

## SKILLS AND CERTIFICATIONS

- Marketing and healthcare research, including Digital Marketing
- Intermediate knowledge of SAP, SharePoint, and Salesforce programs
- Bloomberg Market Concepts, Google Ad Words, Google Analytics 4, and Excel Certified
- Proficient in communication and writing including Microsoft Office skills