

HANNAH MUKHTAR

408-784-4177 | hannahmukhtar@berkeley.edu | <https://www.hannahmukhtar.com/>

Business student with experience across growth, product research, market analysis, and cross-functional startup support. I've worked on user insight, positioning, partnership research, and customer-facing messaging, and I'm strongest when turning messy information into structured recommendations and execution. Interested in roles at the intersection of growth, product, and go-to-market, especially in technology-driven environments where research, execution, and clear positioning matter.

EDUCATION

Bachelor of Science in Business Administration | University of California, Berkeley

Aug. 2024— Dec. 2027 (Expected)

- 3.7 GPA, Dean's List – Haas School of Business (Fall 2024) | Honors to Date

Significant coursework:

Program Design and Development (Evergreen Valley College, 2021), **Business Statistics** (Evergreen Valley College, 2023), **Behavioral Economics** (De Anza College, 2023), **Innovation and Design Thinking in Business** (UC Berkeley, 2024), **Intro to Full Stack Development** (UC Berkeley, 2024), **Microeconomic Analysis for Business Decisions** (UC Berkeley, 2025), **Marketing** (UC Berkeley, 2025)

Study Abroad, Hilary Term | University of Oxford, New College Jan. 2026—April 2026

- Business Strategy & Philosophy of Law fields of study
-

EXPERIENCE

Retail Associate (Volunteer), Berkeley Humane Thrift Shop (Apr 6, 2026 – Present)

- Evaluate donated items for pricing using condition, demand, and resale value in support of a nonprofit animal welfare organization. Support daily retail operations, including checkout, inventory flow, floor organization, and customer interaction.

Growth Intern, Flaire (Oct 2025)

- Conducted usability evaluations to identify friction points and drop-off risks, organizing feedback into structured recommendations to support iteration. Evaluated proposed product features from a user perspective and supported early-stage marketing through customer niche research, influencer partnership research, and social media outreach testing to refine positioning and campaign direction.

Research Assistant, UC Berkeley Haas (Feb 2025—May 2025)

- Analyzed behavioral and communication patterns related to generative AI adoption, identifying how collaboration shifted across technical workflows. Synthesized recurring trends into clear written insights for academic research. Maintained structured datasets and pattern documentation to support ongoing analysis.

Business Development Intern, Superworld *(June 2024—Sept. 2024)*

- Conducted competitive and category research on emerging virtual platforms to evaluate expansion opportunities and user adoption patterns. Supported B2B partner outreach and onboarding efforts, contributing to early-stage relationship development and launch support.

Business Development Intern, Hue. *(Oct 2023—June 2024)*

- Researched 144 potential UGC partners across beauty and fashion, evaluating brand positioning, audience fit, and relevance for platform integration. Structured outreach pipelines, drafted lead-generation messaging, and prepared organized pre-meeting materials to support partner-facing communication. Conducted market research to inform future partnership and product positioning decisions.

Founder, Nutra *(June 2022—April 2024)*

- Developed a gamified nutrition app prototype for teens, conducting a 100-participant survey to understand user motivations, frustrations, and behavior. Translated user research into structured product requirements, user flows, and system logic, defining core features and engagement mechanics for a gamified app prototype. Aligned product decisions with observed user behavior and engagement drivers.

Business Owner, Depop (Mocha Closet) *(June 2021—Aug. 2025)*

- Built and scaled a Depop storefront to 800K+ item views and 215 total sales by optimizing product listings, merchandising, and content based on platform behavior, style trends, and demand signals. Created and refined listings using SEO-informed titles, product descriptions, and visual presentation to improve discoverability, conversion, and brand coherence. Used spreadsheets to organize orders and track inventory, while analyzing engagement and sales patterns to adjust pricing, content strategy, and product selection.

Author, Meadow of Whispers-@mochapoetry Instagram *(April 2021—Present)*

- Conceptualized, designed, and self-published a poetry collection distributed across 10+ retailers, reaching #1 New Amazon AAPI Poetry and 100+ sales. Built and marketed the brand through social content (1k+ followers, 60k views), direct outreach, and a launch event, managing collaborators across design, editing, and production. Designed and managed written and visual brand assets across digital and physical channels.

SKILLS

- Growth, Social Media, & Go-to-Market Support
- Product Research & User Insight
- Market Research, Positioning & Competitive Analysis
- Cross-Functional Coordination & Project Support

- Data Analysis & Performance Insight (Excel, Google Sheets)
- Partnership Research & Opportunity Assessment
- Written Communication, Editing & Presentation Support
- Tools: Microsoft Excel, Word, PowerPoint; Google Sheets, Canva, Figma (basic); basic web development

(HTML, CSS, JavaScript); AI tools for research and drafting

AWARDS & CERTIFICATIONS

- Finalist – Paradigm Challenge (Top 100 of 50,000)-for Nutra
 - 2nd Place – Berkeley EGAL Case Competition (2024)
 - Bronze Congressional Award
 - Mastering Data Analysis in Excel (Duke University, Coursera)
-

INTERESTS

- Emerging Technology & Cross-Functional Execution
- Product, Growth & Go-to-Market Strategy
- Consumer Behavior, Positioning & Market Research
- Storytelling, Systems & Cross-Functional Execution