

Shreya Bhatt

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PROFESSIONAL SUMMARY

Healthcare marketing professional and M.S. candidate in Healthcare Decision Analysis with hands-on experience developing and executing marketing strategy for pulmonary and sleep medicine services. Clinical background in patient coordination, regulatory compliance, and research support provides a distinct advantage in translating complex medical services into clear, compliant messaging. Certified Clinical Medical Assistant with a foundation in microbiology and business.

EDUCATION

University of Southern California <i>M.S. Healthcare Decision Analysis.</i>	Los Angeles, CA Present
Arizona State University <i>B.S. Microbiology, Minor in Business. New American University Scholar, Good Standing.</i>	Tempe, AZ May 2024

EXPERIENCE

Marketing Specialist <i>Tampa Bay Pulmonary Associates</i>	November 2024 – July 2026 Tampa, FL
- Conducted outreach to more than 100 provider offices across Tampa, engaging PCPs, bariatric surgeons, specialty clinics, and their office managers and referral coordinators to expand referral networks. - Grew sleep lab referrals to 35+ per month within one year through targeted physician partnerships, provider lunches, and field outreach including booths at trucking companies and gyms to connect with sleep apnea patients. - Lead strategic marketing campaigns to promote sleep and pulmonary services across provider and patient audiences. - Translate clinical services into clear, compliant messaging for providers and patients. - Track outreach metrics and deliver performance insights to guide marketing strategy. - Manage social media content, flyers, and outreach programs to strengthen brand visibility.	
Medical Assistant and Medical Analyst <i>Tampa Bay Pulmonary Associates</i>	November 2024 – July 2026 Tampa, FL
- Provide diagnosis support, perform clinical procedures, and coordinate patient care for pulmonary and sleep disorder cases. - Screen and shortlist patients for clinical studies, supporting data collection and analysis. - Maintain EMR accuracy and ensure compliance with HIPAA and IRB standards. - Collaborate on data interpretation and contribute to clinical improvement reports. - Educate patients on treatment plans to improve adherence and outcomes. - Support research on pulmonary hypertension, nodules, COPD, and interstitial lung disease.	
Pharmacy and Pulmonary Medicine Observer <i>AdventHealth Carrollwood</i>	June 2023 – August 2023 Tampa, FL
- Observed a Pulmonary Medicine Specialist, participated in bronchoscopy procedures, and joined ICU rounds alongside a Registered Pharmacist. - Supported medication dispensing, inventory management, and medical procedures in a pharmacy setting.	
Executive Observer <i>AdventHealth Connerton</i>	July 2023 – August 2023 Tampa, FL
- Participated in strategic planning discussions covering patient care processes, transfers, hospice care, and brain injury conferences. - Contributed to nurse scheduling optimization efforts, supporting communication and operational efficiency across care teams.	
Microbiology Lab Observer <i>AdventHealth Tampa</i>	July 2023 – July 2023 Tampa, FL
- Collaborated with microbiologists on specimen handling, agar plate preparation, bacterial colony isolation, and test result interpretation. - Applied biomolecular techniques relevant to pharmaceutical and clinical lab applications.	

ACTIVITIES & LEADERSHIP

School of Life Sciences, Arizona State University <i>Laboratory Research Assistant</i>	August 2023 – December 2023
Conducted laboratory research using PCR, bacterial transformation, beta-galactosidase assay, and plasmid isolation; executed complex scientific procedures across multiple research process stages.	
Sun Devil Fitness Complex <i>Facility Supervisor</i>	September 2023 – May 2024
Oversaw facility operations, managed access control, and delivered high-quality customer service to ensure safety and a positive user experience.	
School of Life Sciences Ambassadors	May 2023 – February 2024

Treasurer

- Managed organizational budget and financial planning using Excel and QuickBooks; collaborated with executives on event planning and supported board transitions through financial guidance and member communications.

New Student Programs, Arizona State University

February 2022 – September 2022

Gold Guide Ambassador

- Delivered presentations at New Student Orientation, Family Orientation, and Welcome programs; provided resource guidance and customer service to incoming students, families, and ASU staff.

CERTIFICATIONS

- Certified Clinical Medical Assistant (CCMA), National Healthcareer Association (NHA), 2025

SKILLS

Healthcare Marketing and Strategy: Market analysis, Campaign development, Brand positioning, Referral network growth, Physician outreach, Provider and patient engagement, Content development

Data and Analytics: Clinical data interpretation, Outreach metrics tracking, Performance reporting

Clinical and Regulatory Knowledge: HIPAA compliance, IRB standards, EMR accuracy, Patient coordination, Patient education

Business and Operations: Budgeting and fund oversight, Inventory management, Event planning, Excel, QuickBooks, Financial reporting

Laboratory and Scientific Skills: PCR, Bacterial transformation, Plasmid isolation, Aseptic technique, DNA/RNA analysis, Gene expression