

MADDY BHATIA

MARKETING ANALYST



Meet Maddy Bhatia! Maddy has been a part of the DAR PRO team for two years. As a Marketing Analyst, she diligently works with data, segmenting campaigns to ensure we communicate the right message to our customers and provides analysis to help us improve. A versatile team player, she swiftly switches gears from numbers to -- brainstorming creative with the team, organizing trade shows, helping out with Phillip T. Tank and more. Her dedication and attention to detail are second to none. Maddy grew up in India, went to high school in California, found her way back to India, then moved to Dallas in 2018, joining us here

Learn more about Maddy below!

Q: What is your favorite part of the job?

A: One of the many things I love about my job is learning and access to knowledge; in form of new projects, troubleshooting, new software, products, processes. Having the opportunity to work on campaigns from ideation through launch is always exciting. I also work with a team of very smart individuals that challenge me to look at things from a different perspective, encourage me to be my best and that makes my job even better.

Q: What motivates you?

A: Opportunity to grow and getting to learn has always motivated me throughout my tenure here. There is something fulfilling about coming into work, knowing your work is important and it is not only helping the customers but also the environment. Problem solving is another big one for me. Give me a problem and give me a deadline, I will come up with a solution.

Q: Who is your mentor?

A: My dad. He is a man of less but wise words and gives great advice. At any time, I feel I need another perspective to a situation, he always has been my go-to person.

Q: What is something people don't know about you?

A: I'm a thrift shopping junkie. I love finding vintage items like furniture, art, clothes and giving them a new life and a new story and most importantly adds to sustainable living. Fun fact: virtually 100% of my apartment is thrifted.

Q: What is your favorite fried food?

A: Fries from McDonalds with ranch.