

Justine Dharni Individual Bio

Justine Dharni stands out as a prominent figure in the digital strategy domain, having made a significant mark through her work with leading brands such as Google, Intel, Uber, American Express, and Sony Entertainment. Distinguished by her exceptional ability to connect with people, she has revolutionized how companies approach customer engagement, cultivated enriching workplace cultures, and mastered the dynamics of effective relationship management. Her leadership journey is marked by notable achievements in various agencies and a deep commitment to social initiatives.



Career Insights

Digital Pioneer and Visionary Leader

Her 13-year tenure in the industry showcases a brilliant blend of creative insight and analytical rigor, propelling brands to unparalleled success. As Director of Digital Strategy, her strategic vision and leadership have catalyzed innovative marketing initiatives for numerous Fortune 500 companies, spanning sectors from technology to healthcare, including consumer goods, financial

services, and the non-profit realm. Her efforts have been instrumental in launching memorable influencer campaigns, forging strategic alliances, and spearheading pivotal research endeavors.

Workplace Belonging and Culture

Workplace Belonging and Culture, she demonstrates a profound commitment to empathy and strategic innovation. Her advocacy for inclusive marketing narratives distinguishes her, and she has secured substantial contracts for her companies. She's adept at guiding diverse teams, accommodating different learning styles, and focusing on mental well-being, thus fostering an inclusive and supportive work environment.

Academic Trailblazer

Pathfinder with Exceptional Accomplishments

Her academic journey mirrors her professional excellence. A pioneering first-generation college graduate, she earned a B.A. from UC Berkeley and an MBA from Columbia Business School. Her dedication to ongoing growth is further evidenced by her certifications as an IPEC Certified Energy Leadership Coach and a Cornell Diversity Certificate holder, emphasizing her commitment to lifelong learning, personal development, and enhancing workplace culture through diversity and inclusion.



Distinctions and Awards

Justine Dharni's academic and community service endeavors have earned her notable recognitions, such as placement on the UC Berkeley Dean's List and the Forester's Competitive Scholarship. Additionally, the Strong Training & Coaching BIPOC Scholarship acknowledges her service leadership, highlighting her dedication to scholarly excellence and community involvement.

Comprehensive Expertise

Her broad skill set encompasses Strategy Development, Creative Ideation, Content Strategy, Social Media Dynamics, Data Analysis, Team Leadership, Influencer Collaboration, Partnership Development, Legal Insight, Video Content Creation, Customer Engagement, Financial Planning, and the innovative use of Generative A.I. and Automation technologies.

Dedication to Philanthropy

Her professional pursuits are complemented by a robust commitment to charitable work, with active roles in organizations like Cycle for Survival, Asha for Education, Pratham, and the U.N. Global Development Agenda, illustrating her passion for societal impact.

Future Endeavors

She anticipates graduating from Columbia Business School and plans further educational pursuits at NYU and Stanford, showcasing an unwavering dedication to personal and professional growth.

Esteemed Colleague and Inspirational Figure

Her career is adorned with accolades from peers, highlighting her as a dependable team member, an effective manager, and a visionary leader. Her ability to inspire and guide teams toward excellence has earned her widespread respect within the digital strategy community.

Holistic Lifestyle

Beyond her professional realm, she is a keen enthusiast of film, literature, and self-defense, maintaining a balanced life with family and friends. Her commitment to wellness, meditation, and self-improvement reflects her belief in the importance of personal well-being as a foundation for broader support.

Justine Dharni's narrative is a testament to the impactful fusion of passion, purpose, and dedication to positive change. As she progresses on her vibrant career path, her influence promises to extend beyond digital strategy and corporate culture, inspiring future generations to aspire and achieve.