

CONTACT

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Based in KC: Open for work/relocation

Portfolio: www.danyaradhi.com

PROFESSIONAL EXPERIENCE

Integrated Marketing and Social Media Manager | 1KC Shop

Overland Park, KS. | Jan. 2024

- Create social media marketing content/campaigns across social platforms including Instagram, TikTok and Facebook for local fashion retail business.
- Extensively analyze social media and marketing trends, tracking insights on all posted content and presenting findings
- Manage customer relations/inquires via social media direct messaging and comments.
- Create bi-weekly content calendars and planners to ensure seamlessness in the planning process of content creation and posting
 - **Freelance/As Needed Content Creator | 1KC | May 2020 – Dec. 2023**
 - Collaborate with young professionals and management on social media posts, design decisions and display of merchandise

Sales Intern – B2B and Project Management | Walmart Team, Kellanova (Mars)

Rogers, AR. | May 2023– Aug. 2023 | Offered full-time

- Executed B2B sales deals using the 9 Step Selling Process with Walmart Store Managers, ensuring perfect shelf presentation; led innovation projects by leveraging research and data for teams of 30+ members.
- Conducted research on product analytic trends to drive future innovation, while contributing to a more inclusive workspace through participation in 4 workplace engagement groups.

LEADERSHIP & EXTRACURRICULARS

Ambassador | Kansas City Fashion Week

Kansas City, KS. | Spring '25 Show

- Assist designers, models, and staff with all aspects of the show, including event preparation, set-up, special events, runway coordination, and social media engagement.

Business Based Study Abroad | CIMBA Italy

Paderno Del Grappa, Italy | June 2022 – Aug. 2022

- Interacted with 4 international businesses based in Italy and observed daily work tasks.
- Developed insight on the key functions of international business.
- Gained understanding of how countries differ politically, socially, economically and environmentally.

New Member Educator, Member | Pi Beta Phi Fraternity

Fayetteville, AR, | Aug. 2020 – May 2024

- Mentored 190+ new Pi Beta Phi members on values, enhancing leadership skills and engagement; organized weekly meetings and 1:1 sessions to foster growth.
- Managed a \$50,000 budget for key events, improved leadership through planning large-scale events for 500+ members, and collaborated with the executive board to lead the organization.

EDUCATION

University of Arkansas, Sam M. Walton College of Business | BSBA

- Major: Marketing | Minors: International Business, Global Studies
- Honors Program | Magna Cum Laude
- Cumulative GPA: 3.8 | Department: 4.0
- Outstanding Thesis Award Recipient
- Chancellors Scholar | Kansas Honors Scholar

SKILLS

- Data interpretation, Trends, Social Lingo
- Experienced in creating briefs, graphics, campaigns, and sales decks. Quick learner, adaptable, and proactive.
- Microsoft Office 365, CapCut, Nielsen, Qualtrics, Salesforce, Tableau, Canva, WordPress, and major social media platforms
- English, Arabic (speaking only), and Spanish.