

DARYA ABTAHI

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EDUCATION

University of Arizona, Eller College of Management

Bachelor of Science in Business Administration

Tucson, AZ

May 2025

- **Major:** Business Management | **Minors:** Film/Television, Global Business
- **Honors:** Dean's List Honorable Mention, Eller Rising Star, Excellence Award, and Dean's List
- **Externships:** Sony, Poshmark, Roku, and Adidas
- **Study Abroad:** Seoul, South Korea (Summer 2022), Barcelona, Spain (Fall 2024)

PROFESSIONAL EXPERIENCE

The Recording Academy

Grammy U Ambassador, LA Chapter

Los Angeles, CA

Sep. 2024-Present

- Develop strategic outreach plans with music organizations, promoting Grammy U to over 200 prospective music professionals
- Coordinate soundcheck experiences for artists, facilitating engagement with 50 students through Q&A sessions
- Manage Grammy U's social media channel, growing follower count by 15% and boosting event participation by 25%

Monomyth Studio

Marketing Intern

Phoenix, AZ

June 2024 – Aug. 2024

- Led the execution of marketing campaigns, resulting in a 30% increase in brand visibility
- Produced detailed weekly performance reports on social media metrics, with actionable insights that increased engagement by 30%
- Expanded Monomyth Studio's social media presence by launching targeted campaigns, increasing followers by 10% and driving a 15% growth in overall audience engagement

The Rialto Theatre

Marketing Intern

Tucson, AZ

Jan 2024 – May 2024

- Utilized Meta Business Suite to boost Instagram and Facebook engagement for a non-profit concert venue
- Collaborated with booking agents to strategically align artist selections with the venue's brand and target audience
- Provided market insights to curate a diverse and appealing lineup, strengthening the venue's reputation and expanding audience reach

NBCUniversal

Student Marketing Representative

Tucson, AZ

Aug. 2023 – May 2024

- Orchestrated logistics for 10 movie premieres in collaboration with local theaters and global stakeholders, ensuring 100% event success rates
- Targeted college 8,000+ students with free movie marketing materials to generate interest and attendance via social media
- Managed end-to-end planning for movie-related events, improving event turnout by 40% under tight timelines

LEADERSHIP EXPERIENCE

Eller College Dean's Council

Vice President, External Affairs

Tucson, AZ

May 2022 – Present

- Oversee event logistics and assist with six-hour career fairs with 100+ company representatives and 500+ students
- Plan and host our bi-annual Blood Drive with the American Red Cross with the Eller College and employ 20+ volunteers

Business of Entertainment

President, Social Media Manager

Tucson, AZ

Sep. 2021 – Present

- Arrange two yearly networking excursions for our members to enhance their professional connections within the entertainment sector
- Direct outreach to create new partnership opportunities, generating an average of 8 new partnerships per year

SKILLS, ACTIVITIES & INTERESTS

Languages: Farsi, fluent in speaking and beginner in reading and writing

Skills: Talent Engagement, Event Coordination, Administrative Support, Microsoft Office, Canva, Project Management, Adobe Premiere Pro, Adobe Illustrator, Leadership, Meta Business Suite, Later, Analytical

Activities: Chi Omega Sorority (Former DEI Chair), Business Tour Guide, Elevation Ski & Snowboard Club, LETSSWEAT Workout Ambassador, Chai-Talk Persian Discussion Group, Residence Hall Association Honorary

Interests: Music, Fashion, Songwriting, Podcasting, Social Media Management, Creative Directing, Hip Hop Dancing, and Stand-up Comedy