

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:** Poshmark Externship, Roku Externship, Adidas Externship, and Sony Externship

Hanyang University

Study Abroad and Study Abroad Ambassador

Seoul, South Korea

June 2022 - Aug 2022

- **Courses:** Korean Cinema and International Business

EXPERIENCE

The Rialto Theatre

Marketing Intern

Tucson, AZ

Jan 2024 - Present

- Utilize Meta Business Suite to enhance the online presence of the non-profit concert venue, successfully boosting engagement and reach on Instagram and Facebook posts.
- Work closely with booking agents to strategically choose artists, aligning performances with the venue's brand and audience preferences.
- Contribute insights into market trends and audience interests, resulting in a diverse and appealing lineup that enhanced the venue's reputation and attracted a broader audience.

NBCUniversal

Marketing Representative

Tucson, AZ

Aug 2023 - Present

- Orchestrate movie premieres in collaboration with local theaters, liaising with global stakeholders to ensure seamless events
- Target college 8,000+ students with free movie marketing materials to generate interest and attendance via social media
- Demonstrate strong project management skills by overseeing the end-to-end planning process for movie related material

Wasserman Next Gun

Prime Student Ambassador

Tucson, AZ

Jan 2023 - Oct 2023

- Create and implement go-to-market strategies catered towards my social audience through Instagram and TikTok
- Generate 100+ Prime Student subscriptions (free-trial and/or paid subscription) by the end of the semester
- Prepare weekly deliverables, either through giveaways or campus life content, in-line with Prime Students' vision

ZonaZoo Crew Intern

Events Coordinator

Tucson, AZ

May 2022-Feb 2023

- Oversee and coordinate 6 student promotional events across campus to support athletic events, 1600+ students reached
- Manage multiple apparel distribution channels at sporting events, growing merchandise sales to over \$3500+ per event
- Facilitate 5,500 students per event, oversee event preparations, lead growth team to increase overall attendance by 12%

Samsung Electronics

Product Marketing Representative

Tucson, AZ

Aug 2022- Dec 2022

- Developed marketing strategies to publicize Samsung across university, guided content team of 450 university students
- Contributed to social media marketing campaign, generating 180,000+ views and over 1M impressions
- Presented weekly marketing analytic updates to the Samsung team with engagement data and marketing pitches

LEADERSHIP EXPERIENCE & EXTRACURRICULARS

Eller College Dean's Council

Vice President

Tucson, AZ

May 2022 - Present

- Oversee event logistics and assist a six-hour career fair with over 100 company representatives and over 500 students
- Plan and host our bi-annual Blood Drive with American Red Cross with the Eller College and employ 20+ volunteers
- Check-in with 7 of my student teams bi-weekly to ensure stability and management through their initiatives

Business of Entertainment

President, Social Media Chair

Tucson, AZ

Sep 2021 - Present

- Direct outreach to create new partnership opportunities, generating an average of 4 new partnerships per year
- Increase student engagement through social media by creating meeting re-cap videos to 3,000+ social media followers
- Arrange two yearly networking excursions for our members to enhance their professional connections within the entertainment sector

Eller Ambassador Honorary

Tour Guide

Tucson, AZ

Sep 2022-Present

- Greet prospective students enthusiastically by being personable and welcoming to the Eller College of Management
- Research and present all the statistics of our business college by incorporating personal experiences
- Ability to communicate to a diverse audience and personalize every tours experience based on the demographics needs

National Residence Hall Honorary

Director of Marketing

Tucson, AZ

Sep 2021- May 2022

- Achieved 30+ volunteering hours within the Tucson community; Kindness Rocks and Campus Closet
- Revised, tailored, and uploaded Instagram visuals while overhauling the honoraries website.
- Planned monthly tabling events where students could complete volunteering activities and gain access to free school supplies

SKILLS AND INTERESTS

Skills: Proficient in Microsoft Office, Canva, Adobe Premiere Pro, Adobe Illustrator, Meta Business Suite, Graphic Design

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

Activities: Chi Omega DEI&A Chair, Residence Hall Association Honorary Member, Elevation Ski and Snowboard, Black and Blue Dance Crew, Chai-Talk Persian Discussion Group, and Grammy U Member

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