Radhika Tantia

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PROFILE

Marketing Specialist with 5 years of experience in driving social media, email, and content programs across the consumer journey. Manages website content through an in-house CMS and runs multi-channel social media calendars with strong project management skills and a record of audience and engagement growth.

EDUCATION

University of Arizona (Tucson, AZ, USA) 08/2023 – 08/2024
Master's of Science (*STEM*), Marketing (GPA: 3.74)

Shiv Nadar University (Noida, UP, India) 08/2015 – 05/2019
Bachelor of Arts: B.A. (Research) in English
& Minor in Management Studies

PROFESSIONAL EXPERIENCE

Field Marketing Specialist, Sodexo 12/2024 – present
- Executed multi-platform social media calendars, drafting, scheduling, publishing, monitoring, and growing the account's audience by 146% (1,100+ net new followers).
- Planned and coordinated 50+ annual events from concept through promotion, including vendor-sponsored brand activations, product sampling, branded signage, and photo and video content that increased video views by 457%.
- Maintained an on-brand website (SDL CMS), authored monthly client newsletters, and created a bi-annual marketing plan, reporting results and program impact to the client and supporting contract renewal and expansion into a new on-campus venue.
- Created digital graphics and print collateral in Adobe Creative Suite to brand standards.
- Built 8 internal partnerships to expand communication channels and increase awareness of dining events and programs across campus.
- Recruited, interviewed, hired, onboarded, and supervised a team of four marketing interns, assigning projects, managing schedules in UKG, tracking tasks in Trello, and providing ongoing performance feedback.

Marketing and Communications Assistant (Bio5 Institute, UoA) 01/2024 – 05/2024
- Monitored 500+ monthly media mentions via Google Alerts and built a searchable Excel repository that increased institute media recognition by 25%.
- Generated custom copy, translating complex scientific and technical material into plain-language, web-ready content and briefs, improving engagement by 40%.

Graduate Student Assistant (Eller College of Management, UoA) 11/2023 – 05/2024
- Led market-research projects for 6 businesses: survey design, QR-code data capture, and SPSS analysis, delivering recommendations that refined clients' content, pricing, and target-audience positioning.
- Drove email marketing analysis and audience refinement that lifted the campaign click-through rate from 3% to 8%.

Project Coordinator (Outlook Publishing Group) 03/2023 – 05/2023
- Coordinated the internal flow and review of content inputs and outputs across 40 contributors and 100+ pieces, instituting style guides and review processes that enforced consistency and improved production efficiency by 20%.
- Partnered with the Senior Editor to shape custom copy around editorial objectives, priorities, and reader segments, achieving a 95% client acceptance rate.

Corporate Relations Outreach Executive (Shiv Nadar University) 02/2020 – 06/2022
- Developed and maintained relationships with 300+ B2B clients and partners through personalized outreach, webinars, and industry talks.
- Ran email and social campaigns generating 50K+ views and designed collateral (brochures, newsletters, proposals) for large-scale events serving 5,000+ attendees.

Brand Planning Intern (Learning Curve) 03/2019 – 12/2019
- Reviewed RFPs and coordinated partner negotiations, helping acquire new clients and expand the project pipeline by 7%.
- Benchmarked competitors using Nielsen and Kantar studies, producing market-trend analyses that informed repositioning and pitch strategy.

PROJECTS

Marketing Research Analysis (Airbnb) 01/2024 – 04/2024
- Ran A/B tests and consumer-behavior analysis on Airbnb's digital ad campaigns using Qualtrics surveys and SPSS (t-tests, multivariate testing) to quantify how ratings and reviews drive booking decisions.

Digital Marketing (Oatman Farms) 08/2023 – 12/2023
- Built a data-driven digital marketing strategy (onsite/offsite SEO, brand persona, and social mock-ups in Canva and Figma) that improved email conversion rates by 10%.

SKILLS

Tools: Adobe Creative Suite, Tableau, CRM, SharePoint, Microsoft Office / PowerPoint, SPSS, Sprout Social, Trello, Qualtrics, SEO

Core Competencies: Social Media Content & Scheduling, Stakeholder Presentations, Web & Social Analytics, Email Marketing

CERTIFICATES

HubSpot Inbound Marketing Certification, Google Project Management Professional Certificate (Coursera, Google), Social & Behavioral Research Investigators (CITI)