

LINA KIDANU

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Recent marketing graduate with hands-on experience in digital marketing, content creation, social media campaigns, event marketing, and marketing analytics. Experienced in producing promotional content for high-profile hospitality, entertainment, and Kentucky Derby-related events while utilizing Google Analytics, Meta Ads Manager, Adobe Premiere Pro, and Excel to support brand growth and audience engagement. Combines strong analytical skills with creative storytelling and customer-focused communication. Open to relocation nationwide.

EDUCATION

University of Louisville, Louisville, KY | *Bachelor of Science in Business Administration Marketing* **May 2026**

Minor: Computer Information Systems

EXPERIENCE

J Wagner Group, Louisville, KY

Jan 2026 – May 2026

Marketing Intern

- Assisted in content planning, production, and execution across multiple client accounts in a fast-paced agency environment
- Captured and transformed live event footage into engaging social media content that increased audience engagement and strengthened brand visibility
- Supported marketing campaigns tied to Louisville's largest annual events, creating digital content that highlighted sponsor activations, guest experiences, and brand storytelling
- Collaborated with marketing professionals, event organizers, and clients to develop creative assets aligned with campaign objectives and brand standards
- Utilized Adobe Premiere Pro, Canva, and social media platforms to create short-form video content for multi-channel digital marketing campaigns

Target, Louisville, KY

Nov 2023 – May 2026

Cashier

- Deliver exceptional customer service in a high-volume retail environment while assisting hundreds of customers weekly
- Process cash, credit, and digital transactions accurately while maintaining company standards and operational efficiency
- Resolve customer concerns professionally and provide product recommendations to enhance customer experience
- Support store sales initiatives, promotional campaigns, and seasonal merchandising efforts
- Collaborate with team members to maintain efficient front-end operations during peak shopping periods
- Demonstrate reliability, adaptability, and strong communication skills in a fast-paced customer-facing role

Ken Bon Trading PLC, Addis Ababa, Ethiopia

May 2024 – Aug 2024

Marketing & Operations Intern – Coffee Exports

- Developed Excel-based reporting tools that improved inventory tracking accuracy by 25%
- Monitored inventory levels, supplier deliveries, and operational performance through data analysis and reporting
- Analyzed sales trends and customer demand patterns to support marketing and purchasing decisions
- Created business reports and dashboards that improved visibility into operational performance
- Coordinated with suppliers and internal stakeholders to support inventory management and business operations

LEADERSHIP

UofL Refugee Program, University of Louisville

Aug 2022 – May 2025

- Plan and coordinate cultural and educational events that promote diversity, inclusion, and student engagement
- Mentored refugee students by supporting ESL learning, cultural adaptation, and access to higher education resources
- Worked with the executive board to support logistics, organization, and alignment of operations and initiatives

SKILLS

Digital Marketing, Social Media Marketing, Content Creation, Video Production & Editing, Event Marketing, Marketing Analytics, Brand Promotion, Adobe Premiere Pro, Google Analytics 4 (GA4), Google Ads, Meta Ads Manager, Canva, Microsoft Excel, HTML, SQL, CRM Systems, Data Analysis, Project Coordination, Client Communication, Customer Service