

# Kanisha Arora

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## EDUCATION & HONORS

**Indiana University, Kelley School of Business** | Bloomington, IN

May 2027

*Bachelor of Science in Business*

**GPA: 3.78/4.00**

**Majors:** Marketing and Professional Sales, **Minor:** Theatre and Drama

- **Honors:** Hutton Honors Scholar, Dean's List, Humans of Kelley Recipient
- **Global Engagement Scholar:** Awarded \$40,000 in Scholarship for Academic Excellence and International Engagement

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## LEADERSHIP & INVOLVEMENT

**Kelley Student Government** | Bloomington, IN

September 2024 - Present

*General Delegate*

- Advocate for Kelley students in bi-weekly General Assembly debates, to secure funding and support for student organizations like Ascend and Women in Business, showcasing strong negotiation and communication skills
- Serve on two committees, contributing in weekly meetings to plan and organize events such as First Monday Coffee, Homecoming, and Culture Cookout, fostering student engagement and strengthening Kelley's community presence
- Represent for all Kelley women as part of a council comprising women presidents across Kelley organizations, curating two weekly posts that highlight upcoming college events and significant global happenings to foster awareness

**Women in Marketing and Sales at IU** | Bloomington, IN

July 2024 - Present

*President and Co-Founder*

- Founded Kelley's first women's club in creative business fields, overseeing 80+ new member recruitment, and educated students on portfolio creation, storytelling and copywriting through interactive workshops
- Secured Strategic Partnerships with Mom Water, Gartner and Alpine Investors, organizing networking events and mentorship programs to connect members with industry professionals and provide hands on learning experiences
- Trained a 10+ Executive Team to lead key initiatives, manage club operations, and execute events, ensuring sustainable growth and a strong leadership pipeline for the organization

**Podcast - Brandflix** | Remote

May 2023 - Present

*Podcast Host*

- Conduct comprehensive research across various sources including books, reviews, and academic papers to uncover a wide array of compelling brand stories for the "Brandflix" podcast on Spotify
- Create captivating mini episodes that break down brand narratives and highlight marketing victories, ensuring content is concise and engaging to accommodate low consumer attention spans
- Garnered a 4.8 rating on Spotify, attracting a consistent audience of over 200 monthly listeners

**Indiana University Student Government** | Bloomington, IN

September 2023 - April 2024

*Project Intern*

- Pioneered the "Mind Matters Movement" project under the board director, after researching and identifying a lack of access to mental health resources, leading initiatives to improve availability and support services for university students
- Led a mental health tabling event, attracting over 130 students with refreshments, gathering feedback through a university wide survey and collaborated with campus counselling directors to improve accessibility to resources

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## PROFESSIONAL EXPERIENCE

**Tailored Thrifts** | Bloomington, IN

February 2025 - Present

*Marketing Intern*

- Design and execute visual merchandising displays, set figureatures, and curate window presentations that align with seasonal trends, while managing social media content to drive engagement and foot traffic.
- Conduct trend reports to analyze sales trends, apply value-based pricing strategies, and optimize product placement by organizing collections based on color, style, and customer demand to maximize profitability

**MoneySmarts – IU Office of Financial Wellness and Education** | Bloomington, IN

February 2024 - Present

*Student Financial Educator*

- Held 50+ appointments with clients, providing tailored financial guidance while serving as the international student representative to better resonate with students from diverse global perspectives
- Leverage the power of storytelling to transform complex financial concepts like budgeting and saving into compelling narratives, making them relatable, memorable, and accessible to diverse audiences
- Develop and deliver 10+ engaging finance workshops per semester, equipping students with financial literacy skills

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## SKILLS & INTERESTS

Theatre | Badminton | *The Secret* | Website Design | *Gilmore Girls* | Bagels