FARIDA RADWAN

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EDUCATION

BA (Hons) Business and Marketing | Coventry University (The Knowledge Hub) 2024 – Present

PROFESSIONAL PROFILE

Business & Marketing student with a strong academic foundation in economics and a renewed focus on professional growth. Combining discipline, natural problem-solving, and organisational skills, I thrive in environments requiring both teamwork and independent focus. Keen interest in Sports Marketing with a broader eagerness to apply skills across market research, digital marketing, and consumer insights. Actively seeking internship and entry-level opportunities to contribute, learn quickly, and make a meaningful impact.

KEY SKILLS & EXPERTISE

Market Research & Consumer Behaviour
Qualitative Research & Thematic Coding
Social Media Marketing
Visual Content Creation (Canva)
Competitor Analysis & Market Positioning
Sports Marketing & Female Fan Engagement
Integrated Marketing Communications
Data Visualisation
Customer Relationship Management
Teamwork & Cross-functional Collaboration

PROFESSIONAL EXPERIENCE

Consulting Intern | The Board Consulting Group July 2026

- Drafted qualitative discussion guides for real estate and higher-education studies across consumer, broker and parent segments, applying projective techniques and competitive-landscape probing.
- Wrote unit topline reports from fieldwork, distilling each segment into themes, verbatims and client-ready findings.
- Built a themed competitive landscape analysis, and supported brand-equity questionnaire design, NPS and quantitative induction alongside a marketing communications deck.

Rotational Intern | Kenzz June 2026

- Rotated across three teams — Commercial, Marketing and Product — at a fast-growing e-commerce business.
- Audited the full product catalogue for the Commercial team, cleaning the dataset and prioritising conversion, margin, returns and stock-risk issues for action.
- Reviewed a month of paid media across Meta and Google, ranking campaigns to scale, restructure or pause and identifying cart abandonment as the largest recoverable opportunity.

Admissions Assistant Intern | Coventry University (The Knowledge Hub) February 2025 – September 2025

- Supported the admissions team in processing student applications and managing recruitment data.
- Assisted prospective students with inquiries, providing detailed information on program requirements.
- Contributed to campus events and administrative tasks to ensure a smooth enrolment process.

Sales Associate | The Home Depot (Canada) May 2020 – July 2021

- Managed customer inquiries and provided product recommendations in a high-volume retail environment.
- Developed communication and negotiation skills while meeting sales targets and KPIs, and handled inventory management and floor organisation.

UNIVERSITY MARKETING & RESEARCH PROJECTS

Value Through Innovation (Adidas Eco Ball) | Sustainable Product Strategy April 2026

- Analysed multi-dimensional value creation for the Adidas Eco Ball, applying the Jobs-to-be-Done framework to the needs of local street football communities.
- Developed a Go-To-Market execution plan covering pre-launch preparation, grassroots penetration and post-launch iterative innovation.

Designing a Research Proposal | "The Female Fan Experience in Egypt" Feb 2026 – Apr 2026

- Formulated a 2,000-word individual research proposal on consumer needs and untapped marketing opportunities in the Egyptian sports industry.
- Conducted a literature review to identify research gaps, defined aims and objectives, and developed a structured methodology.

Marketing Insights (Sila Cooking Oil) | Competitor Analysis & Positioning Dec 2025 – Feb 2026

- Executed a qualitative market research project on sensory quality cues and market positioning for Sila Cooking Oil.
- Designed the research instruments and ran nine in-depth consumer interviews, culminating in a group presentation of data-driven recommendations and perceptual mapping.

Integrated Marketing Comms (Balance Protein Crackers) | "Smart Switch" November 2025

- Developed an end-to-end integrated campaign — SMART objectives, target audience and core messaging strategy for the "Smart Switch" initiative.
- Designed two IMC materials including billboard mock-ups and slogans, alongside a video ad concept presentation.

CERTIFICATIONS & AWARDS

Marketing Insights Competition – Winner & Internship Recipient – The Board Consulting Group 2026
Kenzz Research Proposal Competition – 2nd Place & Internship Recipient – Kenzz & Coventry University 2026
Future Stars Award Ceremony – Admissions Assistant Intern – Coventry University 2025

ADDITIONAL INFORMATION

IT Skills: Canva, Microsoft Word, PowerPoint, Excel, Google Workspace
Languages: Arabic (Native), English (Fluent)