

# Khalid Nadi

Princeton, New Jersey | Ithaca, New York

Entrepreneur with a passion for people-centered products.

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## EDUCATION

Class 2021  
Ithaca NY

### Cornell University, Ithaca, NY

B.S. Information Science Concentrating in User Experience and Design. Minor in Business **Coursework:** Object Oriented Programing & Data Structures, Data Science, Data Driven Web Applications, Networks, Intermediate Web Design, Human Computer Interaction, Accounting, Marketing, Finance, Management.

## EXPERIENCE

May 2019  
– Present

### Digital Marketer, Nadi Bros

Managed a team of web designers and marketers to design websites and manage social media for local businesses. Designed and implemented solutions for an eCommerce website through Facebook Pixel and Marketplace.

July 2016 –  
Present

### Digital Marketer, Fuerza

Managed a team of product designers to create a Micro-GPS reading bracelet for bodybuilders. Analyzed habits and responses from bodybuilder to create custom solutions that enhance their performance. Supervised web designers and marketers who surveyed demand for the bracelets and marketed the product for release. Created Coding plan to link bracelet to mobile application

May 2019 –  
July 2019

### Founder, Oreo Kingdom

Led designers in building an eCommerce niche site selling 200 unique products. Generated web sales by posting targeted advertisements for Facebook, and Google AdSense. Targeted desired audience through use of Facebook pixel and Facebook Audience Insight Tools. Automated an email marketing system to target returning and previously interested customers. Established company policies and offered customer service support to current and potential buyers.

June 2015 –  
August 2018

### Founder, Secret Smart IQ

Researched and ranked AP instruction material based on student surveys to effectively present it to students. Funded operations through ads, affiliate marketing, and social media marketing using SEO to increase exposure. Promoted site through study groups, teacher groups and YouTube video promotions in the target audience niche. Created a company brand, logo, website design, and marketing strategy for the desired niche market.

## RESEARCH

Jan 2020-  
May202

### Research Assistant, Cornell Sociology Department

Created Software to scrape sociology articles from database. Created software to automate data extraction tools. Created a Spacy classifier for articles based on different classification criteria.

Jan 2020-  
May202

### Research Assistant, Cornell Virtual Reality Department

Assisted in building a software that recognizes the connotations of chats on a live stream.

## SKILLS

### Product Design

- Adobe Creative Cloud
- Web Design
- App Design
- Prototyping
- Graphic Design
- Figma/Balsamiq

### Business/ Analytics

- Data Science
- Affiliate Marketing
- Email Marketing
- Social Media Marketing
- Lead Pages & Funnels
- SEO
- Copyrighting
- Google Pixel/Analytics
- FB Audience Insights

### Languages/ Frameworks/ Databases

HTML/CSS | JavaScript |  
Python | Java | PHP | Git |  
ReactJS | NodeJS | Flask|  
VueJS | MySQL | SQLite

## PASSIONS

- Monmouth Junction  
First Aid Squad EMT
- Cornell Track and  
Field
- Eagle Boy scout and  
Adult Volunteer