

# Yash Ramnani

Peterborough, ON | 647-745-1163 | yashramnani10@gmail.com

## SUMMARY

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Highly motivated Bachelor of Business Administration student with a strong background in digital marketing, customer engagement, and project coordination. Skilled in creating impactful content, managing social media campaigns, and analyzing performance to optimize strategies. Excels in dynamic, team-oriented environments, demonstrating adaptability and a commitment to high-quality results. Eager to bring expertise to a marketing or communications role, driving brand growth and community engagement.

## EDUCATION

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### TRENT UNIVERSITY

*(Honors) Bachelor of Business Administration in Entrepreneurship*

Peterborough, ON

Sept. 2022 - Present

## PROFESSIONAL EXPERIENCE

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### Liquor Control Board of Ontario (LCBO)

*Customer Experience Associate*

Peterborough, ON

May 2024 – Present

- Delivered exceptional customer service by assisting customers with product selection, answering inquiries, and providing knowledgeable recommendations tailored to customer preferences.
- Processed transactions efficiently using the POS/cash system, ensuring accuracy in handling payments, refunds, and loyalty rewards, contributing to a seamless and positive checkout experience.
- Supported inventory management, including stock replenishment and organizing shelves, contributing to a well-maintained and safe store environment.

### Indigo (Chapters)

*Customer Experience Associate*

Peterborough, ON

Oct. 2023 – Jan. 2024

- Enhanced customer satisfaction by delivering personalized product recommendations and engaging interactions, supporting brand loyalty and positive in-store experiences.
- Adapted quickly to a dynamic retail environment, showcasing strong communication skills and a customer-centric approach to meet inquiries and resolve issues.
- Worked collaboratively within a team focused on customer service excellence, aligning with company goals to drive sales and build brand reputation.

### Follett

*Sales Associate*

Peterborough, ON

Aug. 2023 – Sept. 2024

- Provided high-quality customer service with a focus on efficiency and product knowledge, contributing to a positive shopping experience and repeat patronage.
- Maintained accurate sales transactions and managed inventory presentation, supporting store goals and ensuring a seamless customer experience.
- Assisted in backend operations, including order fulfillment and inventory checks, aligning with retail best practices to optimize customer satisfaction.

## LEADERSHIP EXPERIENCE

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### Trent Business Student Association (TBSA)

*Vice President*

Peterborough, ON

July. 2024 – Present

- Led the re-establishment and operational restructuring of TBSA, overseeing key administrative, financial, and recruitment processes to build a cohesive team and revive club activities.
- Organized and delegated responsibilities within a team of 18 members, fostering collaboration and ensuring alignment with TBSA's goals to enhance the business student community.
- Spearheaded event planning and strategic initiatives to provide networking, professional development, and experiential learning opportunities for business students at Trent.

### Ted Rogers Management Conference (TRMC)

*External Campus Ambassador*

Toronto, ON

Oct. 2023 – March 2024

- Expanded event reach through strategic engagement, leveraging digital marketing and communications skills to promote the business conference among Trent University students.
- Developed social media and digital campaigns in collaboration with the Public Relations team, effectively increasing brand awareness and participant recruitment.
- Demonstrated event planning and coordination abilities, contributing to seamless event execution and enhancing the conference's impact across Canadian universities.

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## Innovation Cluster (Clubs Lair)

*Finalist*

Peterborough, ON

*Nov. 2023*

- Showcased entrepreneurial thinking and communication skills by advancing to the finals with an innovative business pitch, receiving recognition from industry leaders.
- Built valuable connections with entrepreneurs, investors, and mentors, honing skills in networking and relationship building for business growth.
- Strengthened public speaking and strategic presentation abilities, aligning with project management and communication roles by delivering a polished, data-driven pitch.

## Trent University, International Student Department

*Global Ambassador*

Peterborough, ON

*June 2023 - March 2023*

- Facilitated the smooth transition of international students to campus life, promoting a welcoming and supportive environment aligned with student engagement and community outreach goals.
- Provided guidance and assistance to new students, enhancing their experience and supporting retention through personal and group interactions.
- Actively engaged in campus events, applying event coordination and communication skills to foster community and enhance the student experience.

## Trent University, International Student Department

*International Orientation Leader*

Peterborough, ON

*June 2023 – Sept. 2023*

- Guided new international students through pre-arrival preparations and Orientation Week activities, fostering a welcoming environment to ease their university transition.
- Collaborated with the orientation team and facilitators to organize events and provide hands-on support during Orientation Week.
- Acted as a primary resource for international students, offering guidance, information, and encouragement to promote a successful start to their academic journey.

## ADDITIONAL

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**LANGUAGES:** English, Hindi, Sindhi

**TECHNICAL SKILLS:** Proficient with Canva, Adobe Creative Suite (Photoshop, InDesign), Basic knowledge of Google Analytics and social media analytics tools, Microsoft Office Suite (Word, Excel, PowerPoint), Google Suite, HubSpot

**INTERESTS:** Soccer, Basketball, Photography

**AWARDS:** Cynthia Bennet Continuing International Student Award