# SUMMARY

# 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

**TRENT UNIVERSITY** Peterborough, ON

*(Honors) Bachelor of Business Administration in Entrepreneurship Sept. 2022 - Present*

# PROFESSIONAL EXPERIENCE

**Liquor Control Board of Ontario (LCBO)** Peterborough, ON

*Customer Experience Associate 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)** Peterborough, ON

*Customer Experience Associate 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** Peterborough, ON

*Sales Associate 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

**Trent Business Student Association (TBSA)** Peterborough, ON

*Vice President 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)** Toronto, ON

*External Campus Ambassador 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’

**Innovation Cluster (Clubs Lair)** Peterborough, ON

*Finalist 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** Peterborough, ON

*Global Ambassador 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** Peterborough, ON

*International Orientation Leader 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

**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