

# Ajitesh Sharma

ajiteshsharma@gmail.com | <https://www.linkedin.com/in/ajitesh-sharma> | 647-554-3598

## EDUCATION

**Wilfrid Laurier University, Lazaridis School of Business and Economics**

*Honours Bachelor of Business Technology Management | GPA 3.7 / 4.0*

**Brantford, ON**

*Expected May 2027*

## PROFESSIONAL EXPERIENCE

### LocalStudent

*Business Development Intern*

**Remote**

*April 2024-August 2024*

- Attended to **15-25+** incoming and outgoing phone calls a day with high professionalism standards and effective communication skills to book clients or handle ongoing operational situations bolstering a high client satisfaction rate
- **30%+ lead to booking conversion** rate through inbound sales leads and prospective cold calling
- Spearheaded the use of inbound and outbound sales tactics to generate over **\$400 000+** in revenue on a team of **4** members
- Effectively used client retention skills to save over **\$200+** in weekly revenue from clients with urgent situations and cancellations
- Contributed to existing operating infrastructure using Google Apps Scripts and Google Sheets to increase operational efficiency

### City Of Mississauga

*Aquatic Guard/Instructor*

**Mississauga, ON**

*September 2022 - Present*

- Oversaw close to **80+** patrons at a time using critical thinking, awareness and effective communication to ensure maximum safety and prevent potential situations during various recreational aquatic activities
- Instructed **30+** students per session over **6** total sessions, spanning from toddlers to adults with different learning abilities and capabilities using effective communication, teamwork, and an adaptable mindset leading to an average **40%** pass rate
- Mediated unexpected public conflicts and crises using professional communication, active listening, and task delegation to maintain client satisfaction and the safety of patrons and colleagues
- Managed daily administrative tasks to efficiently organise and adapt teaching methods to deliver quality education to over **100+** total students

## EXTRACURRICULARS AND INVOLVEMENT

### Linkage Consulting

*Analyst*

**Brantford, ON**

*May 2024 - Present*

- Worked with Kids Can Fly (Brantford) and Sunrise Rotary (Brantford)
- Leveraged frameworks and concepts learned in lectures such as SWOT, Porter's 5 Forces, Micro and Macro environment analysis leading to clear identification of weaknesses and problems
- Completed a website audit for Kids Can Fly Brantford and proposed solutions to improve user experience across website
- Used HTML, Java, and CSS alongside fellow members to make improvements in structure, visibility, and appearance of Linkage website

### Business Technology Management Student Association

*Director of Strategy*

**Brantford, ON**

*November 2023 - Present*

- Created LinkedIn database using Google Sheets with **50+** alumni and **75+** current students to increase alumni-student engagement
- Assisted with designing, implementing, and monitoring marketing campaigns using Canva and Google Sheets to determine proven methods of engagement to drive member attendance up by **35%**

### Athletic and Wellness Council

*President*

**Brantford, ON**

*November 2023 - April 2024*

- Created and delegated tasks amongst a team of 10 using effective task management and clear communication leading to **10+** events planned for **150+** first-year students at Laurier's Brantford campus
- Assisted in operational, marketing, and organisational activities using Canva and Microsoft Teams to spearhead events and bolster awareness on campus leading to a **20%** growth in attendance per event

## CASE COMPETITIONS AND TECHNICAL SKILLS

**Finalist:** Case Debug 2024, ITMSA Symcor Case Competition 2024, BDO Future Leader's Challenge 2024 (Brantford)

**Technical Skills and Tools:** HTML, Javascript, CSS, Google Apps Script, Canva, Microsoft Excel, Asana, Microsoft Office

## ADDITIONAL INFORMATION

**Athletics:** Basketball, Volleyball, Soccer, Hiking, Swimming, and enjoy watching both the NBA and Premier League

**Interests:** Music (R&B, Hip Hop, Bollywood), Fitness (Gym, Running), Self Improvement (Meditation, Journaling, Reading)

**Recent Readings:** The Way of the Superior Man, Leaders Eat Last, Think and Grow Rich