

# NADIA ATA

Victoria, BC

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+1(236) 508 2074

- 10-year track record in planning, leading, managing, and executing international, multicultural events
- Master's degree in communication with majors in advertising and public relations • Strong interpersonal, communication, presentation, and organization skills
- Results-driven, collaborative team player with a passion to learn and grow
- Experience in office administration, customer services and relationship building
- Bilingual in English and Urdu, with functional spoken Hindi and Punjabi
- Emergency First Aid & CPR/ ARD certification

## *Work Experience*

### **Special Events Leader**

West Shore Parks & Recreation Centre - Victoria, BC

June 2024 to Present ( auxiliary/part-time)

Responsible for set-up and tearing down at different venues. Ensure a smooth flow of the event. Create and manage different activities throughout the event. Engage with different age groups & establishing maximum participation,

### **Door attendant/ Usher**

City of Victoria - Victoria, BC

June 2024 to Present ( auxiliary/part-time)

Set-up games for summer nights for participation of children. Responsible for party deck during baseball games. Address guest queries and effectively resolve customer service issues related to the tickets/seats. Ensure rules & regulations are followed while at the main entrance. Provide assistance to the vendors whenever required.

### **Floor Associate & Beauty Advisor**

London Drugs - Victoria, BC

October 2020 to Present

Managing the customer service desk. Assisting customers in store and via telephone by offering customized recommendations that suit their requirements and grow product sales.

As a beauty advisor, build customer satisfaction and loyalty through seamless support, end-to-end services, and expert advisory on beauty products.

### **Costume Designer & Asst. Stage Manager**

Attitude Theatre - Victoria, BC

January 2024 to March 2024

Design costumes for the characters in the play as well as work with stage manager & directors during rehearsals

### **Supervisor, Manager on Duty**

Beyond Van Gogh - Paquin Entertainment - Victoria, BC

June 2023 to September 2023

Coordinate and execute all aspects of events, including planning, organizing, and managing logistics Managed VIP and general admission ticketing, as well as merchandise sales, at the front desk. Addressed guest queries and effectively resolved customer service issues related to the exhibition and showtimes.

Assisted in the seamless check-in process for walk-in guests within the exhibit. Ensure the smooth running of events by troubleshooting issues as they arise

Diligently monitored exhibit rooms and displays, ensuring a smooth and organized flow of guests. Enforced established safety standards, guaranteeing guests' well-being and promptly reported any safety concerns to the safety team.

Conducted training sessions and mentored new team members.

Source and negotiate with vendors and suppliers to ensure cost-effective solution

Manage event registration, attendee lists, and RSVPs

Coordinate and supervise event setup audiovisual equipment etc.

Conduct post-event evaluations to assess success and identify areas for improvement

### **Coordinator - Volunteer**

Amateur Salsa Competition Canada - Victoria, BC

June 2022 to June 2022

Worked together with a team of volunteers to set up the event. Managed ticketing details, group discount vouchers, payments and other administrative requirements while resolving any queries or concerns of the guests in the most professional, positive, and friendly manner.

### **Event Coordinator – Volunteer, Victoria Modernism**

Wentworth Villa Canada | Architectural Heritage Museum - Victoria, BC

December 2019 to December 2019

Primarily responsible for proposing and implementing creative ideas while offering administrative support for event planning and coordination. Created the event program and guest list, booked catering and speakers, and ensured on-site set up. Responsible for attending guests and resolving their concerns or queries. Facilitated the museum's goal to preserve Victoria's heritage and architectural history within a restored 19th century building that required care and protection.

### **Director - Volunteer**

Aga Khan Foundation Canada | Non-profit Organization - Victoria, BC

December 2018 to May 2019

Director Volunteer at the Annual Walk Day Experience, reporting directly to Chair, World Partnership Walk, Victoria.

Worked with a diverse group of people in a multicultural setting for the event. Assigned and supervised volunteers responsible for administration and operations while coordinating the event flow, cultural performances, and merchandise.

Planned and supervised family-focused activities to give the guests an engaging experience.

### **Guest Service Agent**

Pearl Continental Hotel| Hospitality - Lahore

December 2016 to April 2018

Managed reservations via telephone, in-person and online. Attended guest queries pertaining to hotel services and professionally resolved any issues or complaints while ensuring guest satisfaction. Guided guests about

sightseeing activities and events happening at the hotel.

### **Event Coordinator**

Beaconhouse School System | Event Management, Social Media Management - Lahore  
August 2015 to July 2016

Planned several student-focused inter-campus and inter-school events. Assisted the HR department with administrative work. Mentored and led a team of high school students to organize and execute the events.

### **Public Relations Coordinator**

Bilal Mukhtar | Event Management, Social and Digital Media Management, Public Relations - Lahore December 2014 to July 2015

Managed events, public relations, and media coverage for local and international brands, including Burger King and Hopscotch, with a team of freelancers. Each event had a diverse guest list which made it challenging and interesting to create a more personalized experience. Organized different activities to engage the guests while navigating the nuances of different industry cultures. Handled print and electronic media campaigns.

### **Content Writer (Freelancer)**

The Genie Agency | Digital Content Development - Lahore  
October 2014 to December 2014

Wrote promotional and research content including features, blogs, articles and reviews for products and services on clients' e-stores and websites.

### **Head of Communication**

Pegasus Consultancy | Event Management, Marketing Communication - Karachi  
November 2009 to August 2011

Led the communication department for Pakistan's leading event organizer with a 6-member team, responsible for creating and publishing promotional content for all exhibitions and conferences. Built and strengthened relations with local and international attendees, high profile guests and speakers, exhibitors, and media mainly from Canada, US, Turkey, Egypt, Malaysia and Germany. Negotiated and maintained barter agreements with international publications for placement of articles and advertorials.

### **Administration and Client Service Assistant**

H2O | Post Production and Animation - Lahore  
July 2008 to August 2009

Supervised a team to produce television and digital commercials. Organized and scheduled meetings with clients for project briefs, feedback, and approvals. Responsible correspondence, memos, and emails across project teams. Built and maintained client relations while mitigating any concerns regarding the assigned projects.

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### **Assistant Manager Conferences**

Pegasus Consultancy | Event Management, Marketing Communication - Karachi August 2000 to September 2007

Managed regional and international conferences in tandem with the exhibition unit for various industries with a 30+ member team. Researched, organized, and managed 300+ global and local attendees with multicultural backgrounds, mainly from Canada, US, Turkey, Germany, Malaysia, and Morocco. Responsible for managing the conference secretariat, communication with airlines and hotels for guest accommodation, travel & transportation to and from the venues. Coordinated with third-parties organizing different cultural events during the conference

dates to facilitate the guests.

## Education

**Master of Arts in Mass Communication in Advertising and Public Relations** University of Karachi

**Bachelor of Science in Food and Nutrition in Food and Nutrition** Rana Liaquat Ali Khan College - Karachi

## Skills

- Hindi
- Punjabi
- English (10+ years)
- Office Administration (3 years)
- WordPress
- Guest Services (2 years)
- Public Relations (6 years)
- Microsoft Office (10+ years)
- Social Media Management (5 years)
- Search Engine Optimization (SEO)
- Microsoft Excel (10+ years)
- Content Development