

Riva Aniq Zafar

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Summary

I am a Product Demonstrator at Advantage Solutions, a leading provider of outsourced sales and marketing services. I have a passion for marketing and a knack for creating engaging and memorable product demonstrations that drive brand awareness and customer loyalty.

In my current role, I collaborate with a vibrant team of sales and marketing professionals to showcase the unique features and benefits of various products across diverse channels. I leverage my skills in product demonstration, sales, and marketing to create immersive and interactive experiences for customers, fostering meaningful connections and generating positive feedback. I also conduct market research and provide insights that inform strategic decision-making and contribute to successful campaigns. I am motivated by the opportunity to learn from and support my colleagues, and to bring diverse perspectives and experiences to the team. I am always eager to explore new ways to enhance my skills and deliver value to the organization and the customers.

Experience

Marketing Intern

NexaSix

Dec 2023 - Present (2 months)

During my dynamic Marketing Internship, I had the incredible opportunity to dive into the heart of modern marketing strategies and tactics. Collaborating with a vibrant team, I contributed to various projects that enriched my skills and provided hands-on experience in the dynamic world of marketing.

1. Crafted compelling content across diverse channels, enhancing brand presence and engagement.
2. Assisted in developing and executing social media strategies, driving increased visibility and fostering meaningful connections with our audience.



Product Demonstrator

Advantage Solutions

Jun 2023 - Present (8 months)

Thrilled to be part of the Advantage Solutions team as a CDS Product Demonstrator! In this dynamic role, I bring products to life, engaging with customers to showcase their unique features and benefits.

As a CDS Product Demonstrator at Advantage Solutions, I am at the forefront of consumer engagement and brand representation. In this part-time role, I specialize in bringing products to life through immersive demonstrations, creating memorable experiences for customers and driving brand awareness.



Service Worker

Aramark

Aug 2021 - Nov 2021 (4 months)

1. Established and enforced nutritional standards for dining establishments based on accepted industry standards.
2. Responsible for helping and serving 400 students and faculty during a shift.
3. Monitored food preparation methods, portion sizes, and garnishing and presentation of food to ensure that food is prepared and presented in an acceptable manner.

CRS Sales Marketing Executive

CRS - Communications Research Strategies Pvt. Ltd.

Jan 2019 - Jan 2020 (1 year 1 month)

Conferred with 23 clients to provide marketing or technical advice.

Planned and directed development using communication of informational programs to maintain favorable public or stockholder perceptions of an organization's accomplishments.

Education



York University

Bachelor, Business/Managerial Economics

May 2023 - Dec 2024



University of South Florida

Bachelors, Business Analytics and Information Systems

Jan 2021 - May 2023

Skills

Product Demonstration • Sales • Marketing • Social Media Marketing • Market Research • Social Media Advertising • Business Applications • C#