

# **MAHIMA TALWAR**

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## **Summary**

Enthusiastic Global Business Management student at Centennial College with previous experience in marketing, communication, and sales. Interested in roles related to Marketing, Sales or other business activities that align with my career goals.

I am available and eligible to work part time till August 15, 2022 and subsequently can continue Full time post my graduation. I am well-organized with relevant digital skills for product branding/promotions.

Relevant Skills -

- Computer skills - proficiency in Microsoft Word, Adobe Photoshop, Excel, PowerPoint, Project Management Skills, Salesforce, FormAssembly
- Aptitude for quality social media usage across multiple platforms
- Ability to multi-task, demonstrate good judgment, and operate as a team member
- Strong self-motivation with the ability to priorities and embrace change while maintaining high quality levels
- Proficient in independent research and analysis of product ideas and branding.
- Accustomed to working with cross-cultural teams with a penchant for polite friendly customer service.

## **Work Experience**

### **CFC Media Lab Administrative Assistant – CFC Media Lab**

#### **Canadian Film Centre (CFC) June 2022 – currently working**

- Organising and preparing excel sheet of all the applications that come in at CFC Media Lab for the upcoming cohorts.
- Arranging and organising interviews, make bookings on google calendar and zoom, sending invites with virtual links on outlook.
- Updating the most recent information on Salesforce.
- Arranging everything required for the interviewing committee.
- Writing and replying to emails that come in.
- Hosting events and making all the arrangements.
- Making contracts, handling invoices, allotting them to the correct folders.
- Getting the invoices and contract requisitions approved from the higher management.

## **Programs Administrative Assistant – Talent Development & Content Creation**

### **Canadian Film Centre (CFC) March 2022 – May 2022**

- Organising and preparing excel sheet of all the applications that come in at CFC; Actors, Musicians, Directors, Writers, Editors, Producers.
- Arranging and organising interviews, make bookings on google calendar and zoom, sending invites with virtual links on outlook.
- Arranging everything required for the interviewing committee.
- Writing and replying to emails that come in; inquiries, acceptance emails, rejection emails.
- Making contracts, handling invoices, allotting them to the correct folders.
- Adding database and current status of applicants, residents, mentors and other people on Salesforce.

## **Sales Concierge**

### **Mercedes Benz Markham September 2021 – December 2021**

- Log in into the One-Eighty system and send Morning Sales Reports.
- Daily sales report summary and Sales Consultants sales progress.
- Registering all the customers in the system
- Allotting the best available Sales Representative as per the requirement of the customer
- Register the fobs as per the car models.

## **Digital Marketing Assistant**

### **TS Foods Private Ltd. Mumbai, India July 2020 – July 2021**

- Assist the Senior Marketing Manager with product branding and promotions.
- Provide fact-checking, copy-editing, and formatting assistance during the creation of mailers, website content, and other promotional materials
- Assist in the development and implementation of marketing strategies
- Work with the Senior Marketing Manager to analyse sales by product/category and create B2B growth potential targets
- Accompany the Senior Marketing Manager for client meetings
- Appointed as a mentor for summer interns

## **Digital Marketing Intern**

### **Total Marketing Solutions July 2019 - May 2020**

- Received training on paid promotions using social media
- Worked on implementation of new marketing strategies and campaigns.
- Assisted with social media content upload and marketing posts

- Perform general office duties such as ordering supplies, maintaining records management systems, and performing basic bookkeeping work

### **Undergraduate Finance Internship –**

#### **Motilal Oswal Financial Services Ltd. Mumbai, India June 2018- August 2018**

- Document financial information and develop basic financial models for performance and trend analysis
- Develop alternatives/proposals for process improvements
- Understand accounting impacts to areas of responsibility that could affect financial performance
- Interface and build rapport with project /department team members, management, and internal/external customers

### **Education**

#### **1. Global Business Management - Centennial College, Toronto, ON January 2021- Present**

Coursework: Business Communications, Innovation and Entrepreneurship Development, Operational Managers, Human Resource Management, Finance Management, Business Culture, Research Trade and Development, Corporate social responsibility, Leadership & Management.

#### **2. Bachelor's in Business Administration - Amity University, New Delhi, India August 2016 – May 2019**

Coursework: Entrepreneurship development project, Financials Management, Spanish Language Learning, Business Statistics