

SUMITRA GHALLEY

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ABOUT ME

My background is in media and marketing. My career started as marketing officer with enhancing hands-on experience on branding, plan campaign, and customer engagement. Currently through pursuing MBA, I am exploring to creative marketing insights with analytical and strategic decision making to support business growth and innovation.

PROFESSIONAL EXPERIENCE

SALES ASSOCIATE

Burnaby January 2025- Present

- Provide customers services such as greeting, identify their needs and provide recommendation.
- Ensure the store presentation such as arranging shelves.
- Inventory management.

MARKETING OFFICER

Sherza Allstore; Bhutan January 2020- December 2021

- Made plans to executed marketing campaigns to boost brand awareness and sales.
- Managed and created social media and digital contents to build consumers engagement.
- Ensured consistency in brand messaging by collaborating with cross-functional teams.

SKILLS

- *Marketing Strategy* : Content Creation, branding and communication
- *Leadership*: Team supervise, Problem-Solving
- *Research & Analytical Skills*: verify facts, analyse media trends.
- *Languages*: English, Dzongkha, Nepali, Hindi

EDUCATION

Bachelor of English & Media Studies June 2018 - June 2021
Sherubtse College, Trashigang; Bhutan

Master in Business Administration October 2024 - Present
University Canada West, Vancouver; Canada

ADDITIONAL INFORMATION

Languages: English, Dzongkha, Nepali