

TRISHALA PILLAI

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SUMMARY OF QUALIFICATIONS

- Highly driven team player who strives to contribute work of value to create a long-lasting positive impact.
- Ability to develop new skills quickly, to work independently with minimal supervision & work effectively within a cross-functional team environment.
- Strong analytical, interpersonal and communication skills developed by hands-on international work, volunteer and academic experiences.
- Resourceful, quality-oriented, committed individual that gets the job done & promotes a positive work environment.
- Fully proficient in MS Office, Google Analytics, CRM software. Basic knowledge of SDLC.
- Fluent in English, Hindi, and Malayalam, professional working proficiency in French.

EDUCATION

- **Candidate for Bachelor of Arts, Economics, Minor in Speech Communication and Management Studies.**
University of Waterloo, Ontario, Sept/2012 – Apr/2016 (Anticipated Graduation Date).
- **Advanced Level Examination, June/2012**
Completed "A Level Examinations" in Mathematics, Physics and Psychology.
- **General Certificate of Secondary Education (GCSE), June/2010**

WORK EXPERIENCE

Co-President, TEDxUW 2015, Waterloo, Ontario, Aug/2014-present.

- In the initial phase of curating the University of Waterloo's official TEDx conference (held on November 2015) alongside my Co-President, team, volunteers, advisory board & stakeholders.
- Key milestones so far: license retrieval, organization restructuring, executive team hiring & training.

Global Events & Systems Manager, MyVision Global, Montreal, Quebec, May/2014-Dec/2014.

- Coordinated and provided unconditional support to global activities across all 17 chapters & 10 countries of MyVision Global, connecting members to appropriate resources.
- Initiated, developed and led a MyVision Webinar Series to integrate our global chapters (a huge need within the organization).
- Invited by Nobel Peace Prize Laureate, Dr. Muhammad Yunus (also a MyVision Global Board Member), to attend the Global Social Business Summit 2014 in Mexico City as a Young Challenger (for selected candidates only) to facilitate workshops with him.

KW Partnership Manager, C3 Inspire, Waterloo, Ontario, Jan/2014- present

- Resourcefully maintained professional internal/external corporate long-term relationships with stakeholders, working closely with the KW Executive Team to raise sponsorship and awareness.
- Gained significant knowledge in small business consulting (on feasibility of ventures) through facilitating break out sessions alongside industry professionals from Deloitte & Communitech.

Marketing, Development and Strategy Lead, Fruitex.ca, Kitchener, Ontario, Dec/2013- Apr/2014

- Represented the start-up as a young entrepreneur at several professional events nation-wide, successfully building the brand image of the start-up.
- Conducted extensive research on digital marketing, enhancing online customer base by 200%.
- Active part in decision-making (back end app testing, user experience, supply chain management etc.) and business development as part of the core team.
- Assisted with daily operations e.g. sales, data management and proposals for negotiations with managers of stores listed on the platform.

Media Planning Intern, Starcom Media Vest Group, Dubai, United Arab Emirates, June 2011

- Productively prepared daily media watch reports using appropriate software as a member of a 5-person team.
- Proficiently trained under the junior media analyst, building on understanding of media planning and day-to-day operations.

Marketing Intern, J. Walter Thompson (JWT), Dubai, United Arab Emirates, Mar/2010- Apr/2010

- Innovatively designed visual merchandise for Philadelphia with assistance from the Account Director, which was launched in 2 Supermarket chains in Dubai. Assisted with general marketing activities e.g. production, editing of television commercials & public relations.
- Independently expanded knowledge of marketing, history and structure of JWT, by reading archived articles and shadowing professionals.

AWARDS & CERTIFICATES

- **Deloitte Business Accelerator Lecture Series Certificate**, Deloitte Canada, Jan/2014.
- **MESBURG Award** (*Excellence in marketing planning, strategy & product development demonstrated through a 4-month Proctor & Gamble case project*), Department of Economics, University of Waterloo, Dec/2014.
- **Arts Student Union Award** (*Awarded to an undergraduate student who is heavily invested in student university affairs whilst maintaining strong academic performance*), University of Waterloo, Ontario, Nov/2014.
- **Pursuing Certified Associate in Project Management Designation**, Project Management Institute Canada, Ontario, May/2014-present.
- **Student Leadership Program Certificate**, University of Waterloo, Ontario, Jan/2014-present.
- **Velocity Fund Finalist (Top 5)**, (\$25K and \$1K monetary amount awarded to most promising student entrepreneur in the KW region), Velocity Accelerator Centre, Waterloo, Ontario, Mar/2014
- **University of Waterloo President's Scholarship**, University of Waterloo, Ontario, Sept/2012.
- **Head of Year Awards for Academic Excellence and Leadership**, Jumeirah College, Dubai, United Arab Emirates, June/2007-2010

ACTIVITIES AND INTERESTS

- **Research Assistant** (*Department of Social Psychology; research revolving around leadership, motivation & emotional intelligence*), University of Waterloo, Ontario, Jan/2014-present.
- **Opportunity & Expansion Researcher**, FullSoul Canada (Social Enterprise), Ontario July/2014-Nov/2014.
- **Campus Ambassador For Stern Women in Business**, Stern School of Business, NYU, New York, Nov/2013-Feb/2014
- **Professional Classical Indian Singer**, performed on stages internationally, Jan 2004-present.
- **Passionate about social work, travel, technology, food & photography.**