

## **ALYSA CARDOZ**

Vancouver, BC | +1 6728332410 | [cardozalysa@gmail.com](mailto:cardozalysa@gmail.com) | LinkedIn: [linkedin.com/alysa-cardoz](https://linkedin.com/alysa-cardoz)

## **MARKETING MANAGER**

Motivated and creative MBA graduate from University Canada West with experience in marketing, sales, and brand management across retail and event environments. Skilled in digital marketing, content creation, and campaign execution. Recognized for leadership, adaptability, and a strong understanding of consumer behavior. Seeking to apply strategic marketing and analytical skills to drive brand growth and engagement as a Marketing Manager.

### **SKILLS & ACCOMPLISHMENTS**

- Achieved double sales in 4 hours by launching a pop-up store with a strong marketing strategy, showcasing entrepreneurial leadership.
- Increased online traffic by 30% and sales by 15% through digital marketing at Vanilla Kart, demonstrating data-driven decision-making.
- Enhanced brand awareness by 25% and improved customer engagement at Kula Foods through event-based marketing.
- Delivered excellent communication and collaboration across marketing teams and retail staff.
- Demonstrated creativity and problem-solving in campaign planning and execution.
- Maintained efficiency under pressure, meeting multiple project deadlines and goals.
- Adaptable and resilient, excelling in both digital and customer-facing marketing roles.

### **CORE COMPETENCIES**

Digital Marketing | Branding | Social Media Strategy | Content Creation | Communication | Team Collaboration | Campaign Analytics | Time Management | Customer Engagement | Problem Solving

### **EXPERIENCE**

#### **Sales Associate (Front & Back of House) | Adidas, McArthur Glen Templeton, Richmond, BC**

**12/2024 – Present**

Deliver excellent customer service by assisting shoppers with product selection, styling, and sizing.

- Manage floor replenishment and apparel displays, ensuring products are well-stocked and visually appealing.
- Support operations with shipment unloading, stockroom organization, and inventory checks.
- Guide new associates on customer service best practices and store processes.
- Collaborate with the team to consistently meet sales targets and operational goals.

**Sales & Marketing Associate | Kula Foods, Burnaby, BC**

08/2024 – 10/2024

Contributed to sales and marketing strategies, enhancing brand visibility for a local vegan food business at major Vancouver events including Black Block Party, Vancouver Vegan Festival, and PNE.

- Increased product awareness by 25% and boosted in-store traffic.
- Improved inventory flow and sales conversion by 10% through effective marketing displays.
- Strengthened customer engagement and satisfaction through direct interaction and feedback collection.
- Managed transactions, including online payments using Square POS.
- Assisted with event setup, product presentation, and post-event coordination.

**Sales and Digital Marketing Intern | Vanilla Kart (Remote)**

August – October 2021

- Designed and managed marketing campaigns that increased online traffic by 30% and sales by 15% in 3 months.
- Assisted in developing brand content, analyzing engagement metrics, and coordinating promotional efforts.
- Supported operational tasks and digital marketing initiatives aligned with business goals.

**Volunteer | Kits Fest, Kitsilano, Vancouver, BC**

09/08/2024 – 11/08/2024

- Assisted with marketing and event setup to ensure smooth and engaging experiences for attendees.
- Helped coordinate booth setups, manage supplies, and provide on-site visitor support.

**EDUCATION**

MASTER OF BUSINESS ADMINISTRATION | University Canada West, Vancouver, BC

2025

BACHELOR OF COMMERCE IN BUSINESS MANAGEMENT St. | Xavier's College, Goa, India

2023

**CERTIFICATIONS**

- Certified Digital Marketing Associate, Digital Marketing Institute — 2024
- The Fundamentals of Digital Marketing, Google — 2021
- Leadership Training — Certified
- Public Speaking and Communication Skills & Personality Development, London Institute of Corporate Training — 2018
- Procreate Digital Art, Procreate School Online, San Diego, CA — 2023
- The Complete Guide to Starting Up, Ankur Warikoo — Certified
- All Goa Essay Writing Competition — 1st Place Certified
- National Handwriting Olympiad, State Champion (Goa, 2016–2017); School Champion 4 years (2015–2018)

