

Aranyah Shanker

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SKILLS

- **Technical:** Wordpress, Adobe Creative Cloud (Photoshop, Adobe XD, Illustrator, InDesign), MailChimp, HTML, CSS, SQL, Python
- **Adapted communication** style to match the audiences' needs when hosting large community events or curating weekly newsletters, while building strong relationships
- Conduct **research** with a detail-oriented attitude, to provide global audience with opportunity database and to optimize methods of engaging with audience based on their interests

EDUCATION

Western University (UWO), London, ON
Specialization in Biology

Expected graduation: April 2021

PROJECTS

SteriShield

August 2020

Youth Impact Challenge, Canada (\$5500)

Finished in 2nd place; pitched design and business plan for a novel reusable sterilization pouch to combat plastic waste crisis in health care industry

myFridge

October 2020

EnactusHacks Western, Western University, London ON (\$1000)

Finished in 2nd place; proposed business plan for food-tracking app that integrates with shopping experience and suggests new recipes, created with React

RELEVANT EXPERIENCE

Feedback Research Intern

Sept 2020 – Present

University Student Council, Western University, London ON

- Facilitated 3 meetings weekly with 75 first-year students to provide mentorship and resources on *community involvement* while encouraging a positive and welcoming atmosphere
- Create surveys and focus groups to address academic and financial challenges within UWO community of 23 000 students and *propose solutions* to improve the student experience

President

Sept 2019 – May 2020

Vice President of Events

April 2016 – Aug 2019

Pre-Medical Society, Western University, London ON

- Pitched to 700+ students using excellent communication skills and successfully recruited ~500 members by executing *special campaigns* that addressed their academic queries
- Secured over 25 speakers/ mentors for our monthly events and led interactive workshops as the point-of-contact for *conflict resolution* regarding technical and logistical issues
- Gathered *relevant stories* and industry leaders to spotlight in monthly events and weekly newsletters via MailChimp to present information to a wider audience

Career Profile Advisor

March 2017 – May 2020

The Student Success Center, Western University, London ON

- Executed *public programming* to advertise services and provide live-mentorship on career profiles and relevant opportunities for London residents
- Prioritized client's goals by *infusing knowledge* and skills via workshops and mock interviews to answer personal inquiries and helped clients build a stronger career portfolio
- Achieved weekly department goals of in-person and online consultations completed by ranking tasks *efficiently* during busy periods without sacrificing quality of services

Operations Director

Sept 2018 – May 2019

Women in Technology Society, Western University, London ON

- Managed a \$30K budget for a 450+ person hackathon and avoided potential challenges by *assessing failures* of large scale conferences and Canadian hackathons
- Used intermediate computer skills to maintain regularly updated records of the budget, all purchasing orders, graded applications, sponsorship prizes and website info using *Excel*
- Authored all *written content* for hacker and sponsor handouts, promoting the club's positive outlook, in addition to the marketing content for successful grant applications

Co-founding Marketing Director

May – Sept 2017

The Student Influence, Western University, London ON

- Scheduled Facebook, Instagram, and Twitter platform posts using *Hootsuite program* and implemented new campaigns to increase follower base after gaining competitive intelligence
- Re-formatted written pieces and designed eye-catching graphics and *marketing captions* to optimize audience's interest and raise reader interaction with *Wordpress* site by 40%

OTHER EXPERIENCE**Income Tax Clinic Volunteer Coordinator**

Sept 2017 – Nov 2018

University Student Council, Western University, London ON

- Designed training material and mentored 150 volunteers through client-focused services that *emphasized adaptiveness* when helping clients of diverse backgrounds
- Resolved client concerns regarding emotional cases outside of training knowledge, with a *personable attitude* to maximize client satisfaction in the London community
- Demonstrated *leadership abilities* when promptly restructured clinic to better accommodate rush hour periods and angry clients due to failing computer systems

Marketing Intern

May – Sept 2017

Info-technology Research Group, London ON

- Efficiently performed administrative tasks involving photocopying, faxing, booking transportation trips for employees, and creating meeting minutes
- *Developed pitches* with high attention to detail regarding target audience to re-subscribe clients to emailing list and collected feedback on website format through phone calls
- Built a pitch deck for integration of Instagram platform into company's *marketing campaign* and analyzed the competitor's sales techniques to improve company's outreach performance