

Bila Alice Gaite

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Profile

- Developed strong problem solving and analytical skills through three years of managing teams in customer service settings
- Proficient in SalesForce, Airtable, and MS Office Suite for analyzing, reporting, and delivering understandable data presentations
- Strong organizational and independent work skills built through five years of sales

Education

Bachelor of Commerce Co-op

Candidate 2026

Minor of Sustainability

Certificate of Managerial Accounting

Dalhousie University, Halifax, NS

Work Experience

Recruitment Strategy Intern

Sept 2024 - Dec 2024

Dalhousie University, Graduate Student Services, Halifax, Nova Scotia

- Conducted market research analyzing trends to create targeted recruitment strategies.
- Analyzed and reported on recruitment data to provide actionable insights into applicant trends, program interest, and regional demographics.
- Assisted with the creation of targeted communication strategies, segmenting prospective students by program interest to increase engagement through personalized outreach.
- Collaborated with the admissions team to streamline the recruitment process, improving overall efficiency and student conversion rates.
- Facilitated database management, ensuring accurate data tracking and timely updates

Marketing and Admissions Assistant

Jan 2024 - Apr 2024

Dalhousie University Registrar's Office, Halifax, Nova Scotia

- Effectively communicated and influenced key stakeholders by addressing questions related to programs, tuition, and student applications both in person and virtually
- Supported multiple divisions within the Registrar's office by completing marketing communications, recruitment, and admissions projects for a team of 15 supervisors using PowerPoint and MS Office Suite
- Analyzed, managed, and reported on student data related to student applications during peak time of the application cycle
- Coordinated regular campus tours and personalized events for prospective students and campus partners to support the Recruitment division

General Manager

May 2022 – Aug 2022

Dave's Lobster, Charlottetown & Cavendish PE

- Directed day-to-day operations to a team of 10 to ensure superior customer service across two locations
- Communicated with various suppliers both written and orally to maintain optimal inventory levels of all products
- Utilized Excel, Word, and PowerPoint for proper communication of data management and analytical reports to directors and staff
- Forecasted sales and purchases daily based on recent sale trends and qualitative factors to ensure proper staffing and ordering decisions

Assistant Manager

May 2020– Sep 2021

Garage Clothing, Charlottetown PE

- Managed a team of up to 25 individuals in customer service to achieve sale goals
- Communicated effectively with head office through weekly conference calls and daily emails for accurate store updates
- Analyzed store KPIs daily to make data driven business decisions
- Audited daily paperwork, ensuring accuracy and compliance with corporate standards
- Conducted interviews and resume evaluations to assess alignment with the brand and ensure the team's quality

Sales Manager

Aug 2019– May 2020

Garage Clothing, Charlottetown PE

- Collaborated with general and assistant manager in organizational, financial, and personnel needs
- Oversaw the sales floor by prioritizing responsibilities to ensure completion of company goals
- Presented regular sales and individual achievements to associates by recording data and providing feedback for improved sales techniques

Volunteer Experience & Extracurriculars

Executive Editor – Women in Business Society, Halifax, NS	2022 – 2024
General Member – Dal Investment Society, Halifax, NS	2022 – 2024
Big Sister – Big Brothers Big Sisters, Charlottetown, PE	2017 – 2019
Event Coordination – Special Olympics, Charlottetown, PE	2017 – 2019
Fundraiser – IWK Telethon, Charlottetown, PE	2016 – 2017
Volunteer Coordination – Run for the Cure, Charlottetown, PE	2009 – 2015

References readily available upon request.

