

Suraj Vashisht

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LINKS

[linkedin.com/in/surajvashishtmarketing](https://www.linkedin.com/in/surajvashishtmarketing)

PROFILE

- Reliable, creative, and tech-savvy management student majoring in marketing.
- Areas of expertise include Marketing Management, Social Media Marketing, Co-Creation, and Customer Services.
- Proficient at multitasking, meeting tight deadlines, and always maintaining a respectful and friendly demeanor under pressure.

EDUCATION

Jan 2021 — Dec 2022

Post-Baccalaureate Diploma in Marketing, Thompson Rivers University

Kamloops, BC

GPA: 3.49

- Awarded the Dean's List award for academic excellence in the Winter 2021 and Fall 2022 semesters
- Completed advanced courses in marketing topics such as marketing strategy, branding, customer relationship management, digital marketing, and marketing analytics
- Conducted market research and analyzed data to inform marketing decisions and make recommendations
- Used digital marketing tools and techniques to reach and engage with customers, and tracked performance metrics to measure the effectiveness of marketing campaigns

Sep 2016 — Sep 2020

Bachelor of Business Administration, Ritsumeikan Asia Pacific University

Beppu, Oita, Japan

- Received a 50% Tuition Reduction Scholarship
- Awarded with Jasso Scholarship during Freshman year
- Planned and executed relevant marketing strategies and created advertisement videos for Yamato Transportation
- Volunteered in English Teaching Programs in various Japanese High Schools across Japan
- Supported teachers and helped children with their educational and social development as a Teacher's Assistant
- Organized language and cultural exchange events between Domestic and International students as a club leader
- Organized and coordinated multiple Intra-college & Global Business Case Challenge

EMPLOYMENT HISTORY

Nov 2022

Sales Associate, Angry Otter, Inc.

Kamloops, BC

- Operated cash registers, answered inquiries, provided product information, and helped customers find the right products by keeping the store organized.
- Ensured that the store complied with all state and local regulations regarding the sale of alcohol, including verifying customers' ages and IDs.
- Monitored stock levels, reordered products, and organized the store's backroom.
- Assisted customers in making purchases, offered product recommendations, and up-sold to meet sales goals and increase store revenue.

Sep 2021 — Jul 2022

Sales Associate, Winners and Homesense

Kamloops, BC

- Answered customer inquiries, providing accurate product information and helping them find the right products.
- Kept the store organized and visually appealing by stocking shelves, setting up displays, and marking down or removing out-of-season items.
- Assisted customers in making purchases and offered product recommendations and up-sold when appropriate to meet sales goals and increase store revenue.

Feb 2019 — Dec 2020

Global Reporter, Global Connect Kyushu

Fukuoka, Japan

- Researched, conducted interviews, and gathered data to report on events and developments in different parts of the world.
- Wrote and produced news stories, broadcasts, and other content for various platforms and formats.
- Captured images and video footage of events and locations, as well as edited and produced multimedia content.
- Built relationships with sources, government officials, experts, and other individuals who could provide valuable information and insights and represented International students

Feb 2019 — Dec 2020

Social Media Manager, Global Connect Kyushu

Fukuoka

- Managed the daily operations of social media accounts, including creating and curating content, responding to messages and comments, and monitoring analytics.
- Stayed up-to-date with industry trends, best practices, and emerging technologies in social media marketing and advertising.
- Measured and evaluated the effectiveness of social media efforts, using data and analytics to inform continuous improvement and optimization.

Apr 2018 — Jan 2019

Marketing Strategist, Global Connect Fukuoka

Fukuoka, Japan

- Increased consumer engagement with products at promotion events by creating promotional content and videos to represent foreigners in Japan
- Translated videos, documents, and content from Japanese to English
- Conducted market research and analysis to gain insights into target audiences, competitors, and industry trends.
- Developed and executed a comprehensive marketing plan to align with business goals and objectives.
- Measured and evaluated the efficacy of marketing efforts using data and analytics, driving continuous improvement and optimization.

Jan 2017 — Feb 2020

Assistant Store Supervisor, Lawson Japan

Oita, Japan

- Supervised and managed store operations, including customer service, inventory management, and staff scheduling.
- Ensured store compliance with all policies, procedures, and regulations.
- Maintained the store's appearance, cleanliness, and organization.
- Oversaw the ordering and stocking of merchandise to meet customer demand and maintain inventory levels.
- Assisted the manager with employee training and development, as well as conducting performance evaluations and disciplinary actions.

SKILLS	Leadership & Teamwork	Expert	Creativity & Problem Solving	Expert
	Microsoft Office	Expert	Interpersonal Skills and	Expert
	Communication & Negotiation	Expert	Adaptability	
	Linguistics	Expert	IT Skills	Experienced

LANGUAGES	English	Native speaker	Punjabi	Native speaker
	Japanese	Highly proficient	Urdu	Highly proficient
	Hindi	Native speaker	Spanish	Working knowledge

CERTIFICATIONS

Feb 2022	Hootsuite Platform Certification	Hootsuite
Jan 2023 — Feb 2023	Search Engine Optimization	Hubspot Academy
Feb 2023 — Mar 2025	Social Media Marketing	Hubspot Academy
Feb 2023 — Mar 2024	Digital Marketing	Hubspot Academy
Feb 2018 — Mar 2018	QREC Entrepreneurship Bootcamp	Boston, San Francisco, and Silicon Valley, U.S.A.
Aug 2022 — Aug 2027	Serving it Right	

HOBBIES

Learning new Skills & Languages
Theatre
Taekwondo
Cooking
Folk Dancing
Volunteering