

SUMMARY

- Learning Data Analysis and New Marketing Trends
- Quick & Avid Learner for new technologies
- Experience in Marketing & Customer Experience Roles

EDUCATION

Post Baccalaureate Diploma in Marketing | Thompson Rivers University

SEP 2019 – APRIL 2021

- CGPA 3.57

Bachelor's in commerce | Mithibai College [Affiliated to Mumbai University]

JUL 2014 – APR 2017

- CGPA of 5.53/7 and no backlogs.
- Studied Marketing, Human Resource Management, Accounting and Economics.

Higher Secondary Certificate Examination | Mithibai College

JUN 2013 – FEB 2014

- Completed the program with 85.14% score.

WORK EXPERIENCE

Front Desk Manager & Digital Coordinator | Tips & Toes Studio

JULY 2020 – PRESENT

- *Handle appointment requests and enquiries on the phone*
- *Coordinate smooth flow & operations*
- *Customer experience management*
- *Digital Marketing & collaterals development*

Communications Assistant Co-op | Kamloops Chamber of Commerce

JULY 2020 – SEP 2020

- *Assist with social media & Communication Campaigns of the Chamber*
- *Administration, CRM Management & Data Management*

Entertainment Committee Representative | TRUSU

MAY 2020 – APRIL 2021

- *Planning, Development & Implementation of Student Campus Experience Activities*
- *Participated in Board Meetings & other activities like care packages, Student deals, etc*

Event Manager | Antz Events

APRIL 2017 – JULY 2019

- *Planned & initiated new marketing strategies by updating website, creating new profile, etc.*
- *Improved administrative efficiency using new software and increasing recording times*
- *Trained new interns in their departments and oriented them to the company*
- *Managed operations from event setup flow, ensuring coordination with vendors & clients*
- *Maintained company books & ensuring timely filing of returns, payments, inventory, etc.*
- *Onsite Vendor Coordination, Marketing creatives, Sales & Client Servicing*



SKILLS

- Interpersonal, leadership & admin skills developed while working in college departments, events & clubs.
- Proficiency in Office & Graphic design software [Microsoft, Adobe, etc.]
- Developed Teamwork, Time management, Punctuality, Troubleshooting while working on-site during events.
- Social Media Management & Data Analytics



VOLUNTEERING EXPERIENCE

2019-20

- MEMBER AT LARGE – TRUSU Equity Committee
- GOVERNOR (STUDENT REP) – TRU Board of Governors
- VICE PRESIDENT – TRUSU Taxation Club
- SOCIAL MEDIA & DESIGN – TRUSU SAASRC Club
- VOLUNTEER – TRU Winter Orientation [Coordinated Logistics and guiding new students]
- ON-AIR PROGRAMMER & RADIO HOST – 92.5 CFBX [Plan, program, and host weekly show]
- TRU SUSTAINABILITY AMBASSADOR 2019-20 [Develop Marketing Plan, Events and Awareness]
- BRAND MANAGER – TRU Modern Marketing Association [Meet all Graphic Design Requirements]
- TRUSU STUDENT CAUCUS – Environment Sustainability Advisory Committee
- CHAMBER CREW – Kamloops Chamber of Commerce [Client Interactions and Event Operations]

2016-17

- BEST STUDENT AWARD 2016-17 – MITHIBAI COLLEGE
- COORDINATOR – JAZBAA [SOCIAL INITIATIVE FOR EDUCATION & UPLIFTMENT OF STREET KIDS]
CONDUCTED SUNDAY BEACH SCHOOL FOR KIDS & VISIT TO OLD AGE HOMES
- CO-FOUNDER – THE ECONOMIC TRANSCRIPT [E-MAGAZINE with over 1000 subscribers]
- HEAD OF ADMINISTRATION – MITHIBAI ECONOMIC FORUM
- LEAD COORDINATOR – GNARITAS MUN [BUSINESS ECO. FEST & MODEL UNITED NATIONS EVENT]
- HEAD OF ADMINISTRATION – RECLAMO INTER-COLLEGE BUSINESS FEST
[Planned scoring parameters, Maintained Registration desks & Participant flow, processed results and compiled live score sheet]
- STUDENT MANAGER – DEPARTMENT OF LIFELONG LEARNING & EXTENSION
[Involved helping students with their problems, maintaining records, ensuring completion of projects & organizing department events]
- CONTINGENT LEADER – KA-CHING ECONOMIC FEST OF NMIMS UNIVERSITY, MUMBAI & ARTHOTSAV BUSINESS ECONOMIC FEST OF RUPAREL COLLEGE, MUMBAI
[Recruited Participants, scheduled and coordinated participation & link with the hosts]



Interests

My interests include Hiking, Swimming, Graphic Design, Video Editing and Community Events!