

# Alma Mirani Gulrajani

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## PROFILE

Graduate business student specialized in Marketing and Entrepreneurship. Excels in team collaboration and leadership, creating a positive and inclusive work environment. Actively seek to embrace and learn from the evolving digital marketing trends to enhance business strategies.

## EDUCATION

**Bachelor of Commerce**, UBC Sauder School of Business, Vancouver, BC September 2020 - December 2024

- *Specialization*: Marketing and Entrepreneurship
- *Leadership involvements*: Imagine Day Orientation Leader, Spark Orientation Leader, Spark Volunteer
- *Relevant courses*: Economics of Entrepreneurship and Innovation (80%), Social Media Strategy (77%), Marketing Applications (78%).
- *Certifications*: Google Data Analytics (in-progress) Completion: March 2024

## WORK EXPERIENCE

**Marketing Events Intern**, Peaked Innovations, Vancouver, BC. May 2023 - August 2023

- Assisted in planning and executing marketing events, ensuring each detail is adhered to the standards of the company, thereby enhancing customer engagement and brand visibility.
- Collaborated with a diverse team to develop event strategies and coordinate logistics, contributing to seamless event experiences that consistently exceeded participant expectations.

**Customer Service Representative**, Honour Roll Sushi, Vancouver, BC. September 2021 - December 2021

- Processed and dispatched at least 50 orders as a cashier during the shift.
- Re-stocked the shelves in case of shortages and ensured adequate supply of food.

**Customer Marketing Specialist**, Silk Perfumes, Santiago de Chile December 2020 - August 2021

- Sold nearly 100 perfumes at the counter in the holiday month as a customer service representative.
- Managed inventory in the warehouse and recorded online sales in Excel in order to facilitate operations efficiently within the company.
- Increased online sales by 25% using tactics such as creating social media content, emailing potential customers, and maintaining relationships with 60+ customers as part of the strategic marketing team.

## VOULENTEER AND EXTRA-CURRICULAR ACTIVITIES

**Spark Volunteer**, University of British Columbia, Vancouver, BC September 2022

- Achieved the organization of incoming students in The Spark event by accomodating more than 100 students and assisting with their needs and wants.

**Orientation Leader**, University of British Columbia, Vancouver, BC September 2021

- Facilitated learning regarding Sauder's academic and social culture among freshmen by sharing personal experiences with 30 students on Imagine and Spark Day.
- Became a prominent point of contact for many students who needed assistance with various aspects of student life, including health, finances, and housing.
- Helped students by familiarizing with the campus and the resources provided by UBC.

## SKILLS & INTERESTS

- **Technical skills**: Excel, RStudio, Meta platforms, Canva, Final Cut Pro and other Microsoft programs.
- **Other skills**: Communication, problem-solving, creativity, leadership, and organization.
- **Interests**: Trained dancer (Pop dance, hip-hop, new style), travelling around the world, water sports.
- **Languages**: Proficient in Spanish, English and Hindi. Basic understanding of Portuguese.