

Alma Mirani Gulrajani

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PROFILE

Motivated business graduate with a specialization in Marketing and Entrepreneurship, equipped with hands-on experience in content creation, campaign coordination, and digital strategy. Known for fostering inclusive team dynamics and bringing a collaborative, solutions-oriented approach to every project. Eager to stay ahead of evolving marketing trends and translate insights into impactful strategies that drive brand growth and engagement.

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: June 2025

WORK EXPERIENCE

Social Media Content Creator, Be 8nfinite, Vancouver, BC. June 2025 – Present

- Developed original content for Instagram, Facebook, TikTok, and LinkedIn and designed short-form videos using Canva and CapCut to ensure consistent brand identity and engaging storytelling across platforms.
- Created and presented monthly social media analytics reports, identifying performance insights and recommending improvements to increase reach and engagement.
- Contributed to the update and refinement of the brand's social media strategy based on platform trends, data insights, and audience feedback.
- Participated in weekly team meetings to brainstorm content ideas, align on strategy, and ensure timely execution of campaigns.

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

- Efficiently processed and dispatched over 50 customer orders per shift while maintaining stock levels by promptly restocking shelves to ensure consistent food availability.

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

- Supported the integration of 30 incoming Sauder students during Imagine and Spark Day, serving as a key point of contact for guidance on academics, campus life, and student resources, including health, finances, and housing, while helping them navigate and familiarize themselves with UBC's facilities and support services.

SKILLS & INTERESTS

- **Technical skills:** Excel, RStudio, Meta platforms, Canva, CapCut 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.