

ADITY GHOSH

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OBJECTIVE: To obtain any marketing, communication, or public relations assistant position or junior journalist position in British Columbia

PROFESSIONAL SUMMARY

- Motivated and dedicated 4th-year Bachelor of Arts Co-Op student, majoring in Communication (Public Relations) and Journalism and minor in Marketing.
- Proficient in MS Office (Word, PowerPoint, Excel), Canva, Adobe Acrobat, and Photoshop, and a typing speed of 55 wpm.
- Demonstrated exceptional customer service skills through paid and volunteer work.
- 5+ years' experience in customer relations and 3+ years' experience in B2C sales.
- Demonstrated strong communication, planning, and organizational skills as a full-time student, working part-time, and as Event Coordinator for TRUSU Bangladesh Club.
- Previous supervisors have described me as confident, highly self-motivated, excellent critical thinking skills, strong communication skills and would comment on my willingness to "go the extra mile".

EDUCATION

Thompson Rivers University

Kamloops, BC

Bachelor of Arts

2019 – Present

Double major in Communication (Public Relations) & Journalism, minor in Marketing

Relevant Courses:

- Professional and Academic Proposal Writing
- Professional & Technical Writing
- Organizational Communication
- Media & Public Relations
- Storytelling in Public Relations
- Multimedia Storytelling
- Mass Communication and the Popular Culture Industry
- Professional Communication
- Critical reading, Writing, & Advanced Composition
- Staging & Managing Special Events
- Professional Selling
- Consumer Behavior
- International Marketing
- Social Media Marketing
- Online Journalism, Feature & Freelance Writing
- Media Theory, Ethics, & Law

Relevant Projects:

- Formal report: "Eliminating gaps in the Reconciliation process at TRU".
- News report: "How successfully TRU is dealing with racism on campus".
- Editing/Publishing: Produced a 26-page Travel Magazine (hard/soft copy available).

- Marketing/Business analysis: Worked with Edward Jones, Maritime Travels, and Easy Financial
- Storytelling Campaign for ASK Wellness Society

EXPERIENCE

Sales Associate Supervisor

The Source (Bell Media) – Kamloops, BC

October 2022 – Present

- ◆ Achieved a 135.7% increase in Consumer Electronics sales in the first month
- ◆ Promoted to the wireless section after two months
- ◆ Promoted to the supervising position due to work ethics, results, and ability to lead team of 5
- ◆ Trained 3 seasonal associates in 1 month to prepare them for the Christmas season
- ◆ Independently sold 15 phones and 5 phone plans on Black Friday 2023, contributing to the store's total of 27 phones sold that day
- ◆ Received "YODA BEST" certificate for outstanding performance, exceeding targets, and achieving a score over 100%
- ◆ Presented phones, data plans, and insurances effectively in-store and potentially digitally
- ◆ Used sales techniques like rapport building and objection handling to reach targets with integrity
- ◆ Organized records and files including employees' bi-weekly and monthly target reports, daily closing reports, sales receipts, customers' pre-order forms efficiently

Customer Service Representative

Stag's Head – Kamloops, BC

August 2021 – July 2022

- ◆ Exceeded team goal with 93% average customer satisfaction
- ◆ Managed inventory regularly
- ◆ Addressed 40-60 customer calls daily
- ◆ Built positive customer relationships with active listening and empathy
- ◆ Provided effective solutions for customer issues and handled conflicts with mutually beneficial solutions

Front Desk Receptionist

Quality Inn – Victoria, BC

July 2020 – July 2021

- ◆ Managed check-in/out processes, processing an average of 25-40 transactions per shift accurately
- ◆ Efficiently handled phone calls and emails, assisting guests with reservations and inquiries
- ◆ Balanced daily financial transactions accurately, totaling an average of \$10,000 in revenue per day
- ◆ Contributed to administrative tasks and reports, maintaining accurate records and reports daily
- ◆ Collaborated with team members to ensure smooth front desk operations, contributing to a 15% increase in efficiency

SKILLS AND ABILITIES

Interpersonal Skills

- Leadership: Guiding teams in academic, volunteer, and work settings, fostering collaboration and achieving goals

Technical Skills

- MS Office Suite: Word, PowerPoint, Excel

- Time Management: Balancing academic workload and part-time employment effectively
- Team Collaboration: Active contribution within group projects and volunteer initiatives.
- Adaptability: Thriving in dynamic environments and embracing new challenges
- Customer Service Orientation: Creates positive experiences drives high satisfaction.
- Self-Motivation and Initiative: Proactive problem-solver, quick learner
- Attention to Detail: Meticulous, upholds high-quality standards.
- Multimedia Tools: Adobe Premiere, Adobe Photoshop, Canva
- Communication: Written and verbal communication skills, storytelling
- Research: Crafting research proposals, case study analysis, strategic planning, campaign development
- Marketing: Marketing strategies, social media management, consumer behavior, stakeholder analysis
- Event planning and coordination
- Customer Service: Active listening, problem-solving, empathy

VOLUNTEER & EXTRA CURRICULAR ACTIVITIES

- Contributed to the successful execution of Special Olympics BC 2023, demonstrating a commitment to community engagement and event management
- Was an executive member of TRUSU Bangladesh Club (2019 – 2022), participating in cultural events, budgeting, and event planning
- Efficiently organized a three-month Gantt chart for a business plan group assignment
- Was Member at Large of TRUSU Equity Committee (2021-2022)
- Volunteered at TRU Fall 2021 Orientation, and educated new students how to navigate through TRU's facility

CONFERENCE & PRESENTATIONS

They are our Family, our Brothers, and our Sisters: Let's help the Transgender

Dhaka, Bangladesh | December 2018

- Student Ambassador from Pathshala South Asian Media Institute
- Presented the former situation of transgender people in Bangladesh

How Polyethylene and Polymer is Affecting our Global Temperature

Four Seasons Sheraton, Dhaka, Bangladesh | August 2022

- Organized and presented the topic to the Chairman and Chief Executive of SABIC (a global leader in chemical manufacturing company) on behalf of the Business Association of Dhaka, Bangladesh

CERTIFICATIONS

Pathshala South Asian Media Institute

Dhaka, Bangladesh | 2017-2018

- 1-year diploma in photography and freelance journalism
- Held the first position among 250 students in the final exam