

Summary:

A dedicated and ambitious professional with experience in B2B Marketing and Market Research along with a strong foundation in Data-Visualization. Skilled in stakeholder management, user experience enhancement and fostering creative problem-solving through quantitative thinking and analysis. Possessing a drive for collaboration and learning along with the ability to multi-task, establish trust-based relationships and prioritize to meet team objectives.

Work Experience:

May 2024-August 2024	Reporting and Communications Assistant, Human Early Learning Research Partnership (HELP)	Vancouver, BC
<ul style="list-style-type: none">- Led the development of a technical glossary for the HELP website, conducting in-depth quantitative research, writing SEO-optimized content, and integrating interactive HTML features—demonstrating strong project ownership and alignment with broader team goals.- Collaborated with DMAT and E-Systems teams to test dashboards and update technical guides, ensuring functional and accurate user experiences—highlighting teamwork, cross-functional communication, and inclusivity across all organizational levels.- Executed quality assurance checks and data validation using Excel and strategic task planning during high-pressure report cycles – proving attention to detail, analytical problem solving, and adaptability, in fast-paced, deadline-driven environments		
May 2023-September 2023	Marketing Intern, UBC Properties Trust	Vancouver, BC
<ul style="list-style-type: none">- Boosted Brand Visibility by 56% and Audience by 46% through innovative, SEO-optimized content and targeted marketing across Instagram, Facebook and other web platforms – demonstrating data-driven strategy and creative solutions in B2B marketing- Engaged directly with commercial clients, tenants and prospective residents across multiple channels, while collaborating with internal teams to build trust-based relationships and drive agile marketing initiatives for future rental projects- Leveraged tools like Google Analytics and Sprout Social to analyze essential KPIs and manage content posting schedules and marketing calendars, refine SEO strategies and compile monthly performance insights – showcasing adaptability, continuous learning, and strong analytical decision-making in a fast paced digital landscape		

Volunteer Leadership experience (Student Initiative pursued along with Academics)

August 2024-March 2025	MURC Communications and Promotions Co-Director, UBC Centre for Community Engaged Learning	Vancouver, BC
<ul style="list-style-type: none">- Guiding the development and design of MURC 2025 Program Guide along with regularly updating and managing Canvas online learning platform- Developing and creating communications and promotions plan in the form of a marketing calendar, and integrating timelines while accounting for the evolving needs of other teams- Developing and implementing a sustainable communications process with various stakeholders such as the Undergraduate Research Opportunities		
August 2024-February 2025	Digital Marketing Specialist, UBC Developmental Economics (DEVEC)	Vancouver, BC
<ul style="list-style-type: none">- Increasing visibility and presence on various communication and social platforms using SEO optimization- Communicating and collaborating with 2 digital marketing specialists to drive growth in traffic on social media platforms and create a functioning marketing calendar, displaying creativity and teamwork skills		
September 2022-April 2023	Marketing Co-Director, World Vision UBC	Vancouver, BC
<ul style="list-style-type: none">- Led the marketing team with second co-director in implementing innovative and creative social media strategies, resulting in a 30% increase in engagement amongst target audience, showcasing strong leadership skills- Guided all promotions for fundraising and event updates, resulting in a 50% surge in followers across all social media platforms		

Skills:

Technical Skills: CSS, JS, HTML, Adobe Creative Cloud, Google Analytics, Procreate, Tableau, HubSpot CRM, Sprout Social

Core Competencies: SEO Strategy, B2B SaaS Marketing, Effective Verbal and Written Communication, Digital Marketing, Data Visualization, Real Estate Marketing

Soft Skills: Proactive, Multitasking, Innovative, Prioritization, Collaborative team player, Project Management, Problem Solving, Qualitative Analysis, Analytical and Quantitative Thinking

Education:	University of British Columbia Bachelor of Arts, Major in Psychology	Vancouver, BC
<ul style="list-style-type: none">- <u>Awards</u>: Recipient of the Outstanding International Student Award (OIS) (September 2020)- <u>Leadership Achievements</u>: Mentor at UBC’s Psi Chi Mentorship Program (May 2022), VP Marketing UBC Mental Health Awareness Club- <u>Relevant Coursework</u>: Behavioural Finance, Social Psychology, Research Methods, Personality Psychology		