**RIYA KATHURIA**

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# EDUCATION

**Bachelor of Arts,** University of British Columbia, *Vancouver, BC* Expected Completion: August 2023

* Major: Psychology, Minor: Commerce.
* Awards: Outstanding International Student Award ($15,000), Most Innovative Intern Reward: CTRL F, Research and Marketing Internship ($3000).
* Relevant Coursework: Differential Calculus (84%), Marketing Management (83%), Creative Writing (88%).

# WORK EXPERIENCE

**Residence Advisor,** University of British Columbia,Vancouver, Canada August 2022 - Present

* Enhanced the residence experience of 30 students using a peer-to-peer approach.
* Fostered community building and personal development opportunities for students in residence by facilitating connecting between residents and campus resources.
* Developed skills in conflict management through handling and resolving conflicts among residents.
* Organized and planned successful events to promote community building and engagement among residents.
* Demonstrated strong teamwork skills by collaborating with other residence advisors and campus staff.

**Marketing Intern**, Teal Studios, *Remote* May 2022 - August 2022

* Managed the clothing brand's social media accounts, resulting in a 20% increase in engagement and followers.
* Contributed to the creation of website content, including blog posts and product details, resulting in a 15% increase in website traffic.
* Conducted market research to stay current with industry trends, which was used to inform marketing and product development decisions.
* Collaborated with the marketing and design teams to execute and implement 10 marketing and packaging initiatives.

**Cashier,** NoFrills,*Vancouver, BC.* March 2021 - May 2022

* Conducted daily reviews and reconciliations of accounting information and cash drawer to ensure financial accuracy and integrity.
* Strategically restocked, and organized merchandise in high-traffic areas to drive product sales and increase overall store performance.
* Provided comprehensive mentorship and training to new team members on POS system operation, customer service, and sales goal attainment, to ensure their success and growth within the organization.
* Engaged with customers to provide exceptional service, assist with purchases, offer product recommendations, and promote loyalty programs, resulting in increased customer satisfaction and sales numbers.

**Research and Analysis Intern,** CTRL F,*New Delhi, India* May 2020 - September 2020

* Developed an AI-based Marketing tools curriculum upon extensive market research.
* Input creative design into the curriculum rendering an appeal to consumers with comprehensible data making it accessible for everyone; Curated concise modules to cater to those in need of AI applications in the marketing aspect of business.

**COMMUNITY INVOLVEMENT**

**Project Leader Volunteer,** *Agrasar Bachpan*,New Delhi, India June 2018- June 2019

* Organized a book donation drive of over 500 books in neighboring vicinities.
* Reshelved books and other media accurately and quickly with precise detail (reading levels, languages, genres) to revamp the community library.
* Developed and conducted children’s story time at school for underprivileged children; Taught children grade 1 and 2 level Math, English and Science.

**SKILLS AND INTERESTS**

**Skills**: Microsoft office, MailChimp, Customer-Service, Detail-oriented, Project Management, Digital Marketing.

**Interest**: Traveling, Reading, Writing, Volunteering and Community Involvement, Marketing, Learning Languages.

**Languages**: Hindi, Punjabi, English, conversational Spanish, and American Sign Language.