

MITRA ROSTAMI

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PROFILE

Dedicated, creative and collaborative Bachelor of Business Administration student with experience in market research, communications, and brand development. Demonstrated ability to exceed sales targets and grow brand recognition with social media strategies.

SUMMARY OF QUALIFICATIONS

- Experience successfully developing a returning customer base in online sales
- Knowledgeable about Instagram, TikTok, Twitter, LinkedIn and Facebook marketing strategies to increase brand awareness and expand reach
- Extensive hands-on experience in market research and competitive analysis developed through account development roles and coursework
- Motivated and enthusiastic about developing lasting business relationships with clients
- Teamwork skills gained through collaborative research and brand development projects
- Creative and communicative with experience crafting unique product messaging

EDUCATION

Bachelor of Business Administration

Sept. 2017 - Present

Trent University, Peterborough, ON

Relevant Courses:

- Management, Marketing, Accounting, Human Resources, Computer Studies
- Third Year Administration - Entrepreneurship and Small Business

Relevant Projects:

- Through Trent Community Research Centre, completed a project entitled: Business Plan for a Peterborough Online Order Company
- Worked for Community Opportunity and Innovation Network (COIN) to assess the feasibility of developing an online business focusing on the sale of products produced in the Peterborough/Kawartha Lakes area

RELEVANT SKILLS

Advertising & Marketing

- Collaborated with product developers to create a market research survey; conducted 40 consumer interviews, interpreted results, and compiled a report of recommendations
- Organized and styled merchandise on a biweekly basis to be photographed for a giftware website, resulting in a 15% increase in online orders
- Kept accurate current digital records of inventory, international suppliers, brokers and shippers

Sales & Account Development

- Increased a small publication's advertising revenue by 35% through innovative social media strategies
- Made cold calls and follow-up visits to retail outlets throughout the Ottawa region, and successfully partnered with 6 retailers, increasing distribution channels by 60%
- Strategized with a small team to improve upon upselling approaches, resulting in a 22% increase in demand

EMPLOYMENT HISTORY

Sales Coordinator at Jana Imports, Ottawa, ON

Summer 2017

Distribution Coordinator at Deja Vu Publishing Co, Toronto, ON

Summer 2016

Head Cashier at Bill's Dairy Products, Toronto, ON

Oct. 2014 – Dec. 2015

CERTIFICATES & TRAINING

Microsoft Excel (Intermediate) | Coursera

2018