

SAMRIDHI BANSAL

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EDUCATION

YORK UNIVERSITY

Undergraduate, Full-Time Program, Bachelor of Commerce (Management)

Membership: Part of Business and Society Club

Toronto, Canada

June 2022

AMITY GLOBAL SCHOOL

11th and 12th, A Levels

Subjects: Business studies, Economics, Mathematics, and English

Leadership : MUN President , President of Business Association Club

Honours : Best Delegate at IntraSchool Mun

Delhi, India

April 2018

THE SWAMINARAYAN SCHOOL

5th to 10th, GCSEs

Membership : Neasden Netball Association, Duke of Edinburgh Association Emergency

Honours : UKMT National Maths Challenge Silver and Bronze Achiever

London, United Kingdom

July 2016

WORK EXPERIENCE

YORK UNIVERSITY

Porter for Residence life, Porters are staff responsible for signing guests in and out

Toronto, Canada

September-April 2019-2020

- Night porters are stationed at the main entrance of every residence.
- Assisting in signing in and signing out guests.
- Working in coordination with the Security Watch Officials of campus (SWOs) to maintain safety.
- Trained and training others in First Aid and CPR to perform as Response Wardens within their community.

QRG HEALTH CITY, HAVELLS INDIA LIMITED

Summer Marketing intern

Delhi, India

June-August 2017

- Worked on companies website for rebranding
- Analysed Market Landscape of Healthcare Industry to develop a marketing strategy. Resulted in 15% higher customer growth rate
- Created Market sizing models to forecast demand. Formulated growth strategy by identifying new growth segments and marketing them
- Conducted a \$20,00 Digital Marketing campaign. Resulting in lowering customer acquisition costs compared to traditional methods.

BRENT LIBRARY CENTER, Local Community Center run by Government

Volunteer Leader

London, UK

18 July 2015 – 1st March 2016

- Involved taking part in the Summer reading challenge which consisted of issuing books to children who had to complete a challenge over the summer. Partaking in this summer job extended to a volunteer position for the whole year which was beneficial on a personal level. It was the primary step for me to gain social skills and improve my public speaking skills.

CIRKITREE

Summer Marketing intern

Delhi, India

May-August 2019

- Worked as a part of the marketing team
- Assisted in creating the website
- Used social media as a part of branding the product and the company

ADDITIONAL

- *Skills* : Active listening, management skills, Microsoft Office – Word, Excel, PowerPoint presentation
- *Interests* : Volunteer work, sports, organizing events
- *Certifications* : Google Digital Marketing Certification