

YASMIN KHANBHAI

647-229-3014 | KHANBHAIYASMIN@GMAIL.COM | WWW.LINKEDIN.COM/IN/YASMIN-KHANBHAI

EDUCATION

Honours Bachelor of Arts, Economics | Queens University, Kingston ON **Class of 2020**

- Recipient of the Queens Entrance Excellence Scholarship Recipient (90% + O.S.S.D Average)

PROFESSIONAL EXPERIENCE

Customer Development Intern | Unilever **Summer 2019**

- Extracted valuable insights from software systems including Retail Link, Nielsen and Tableau to forecast 2019 sales for the Walmart National team
- Devised a strategic pricing analysis identifying areas of opportunity for Unilever products nationally to increase sales ~\$30,000 at Walmart
- Analyzed POS data to identify causal factors in the decline of multiple categories, highlighting opportunities for growth for the purposes of 2020 planning.
- Utilized Excel modelling to build weekly sales report to assist Key Account managers with performance tracking
- Fulfilled daily ad-hoc requests in a timely manner to support the needs of the Walmart account team

Marketing Intern | Teens Learn to Drive (NGO) **Summer 2018**

- Lead and created promotional campaign on various platforms to raise brand awareness by 80%
- Developed and created an integrated cannabis campaign, inclusive of public service announcements (PSA), international Twitter chat, live stream, social media content, blogs and newsletters. Bridged the communication to incorporate strategic alliances of CAA, MTO and Arrive Alive Drive Sober

Social Media and Public Relations Specialist | Teens Learn to Drive (NGO) **Summer 2017**

- Planned and executed various social media campaign that increased engagement by 10%
- Developed and produced content pertaining to road safety for all digital channels; inclusive of company website, blog posts and social channels, while analyzing analytics and identifying actionable insights

Field Marketing Representative | President Choice Financial **February 2017 – April 2017**

- Initiated contact with prospective customers on service offered by PC Financial, managing an internal database containing sensitive customer information with strong interpersonal and communication skills
- Consistently achieved a high level of customer satisfaction by adapting solutions, providing flexible options, handling cash transactions responsibly and ensuring commitments are exceeded

EXTRACURRICULAR ACTIVITIES

Co-Chair | Girls Inc. Queens University **September 2019 – May 2020**

- Hire, manage, and support an executive team of 15 students in the planning and execution of student-run events for Queens and Kingston community to raise money for Girls Inc
- Promoted from Marketing and Events Director (2018)

Fundraising and Sponsorship Director | Queens University Pre-Law Society **September 2018- May 2019**

- Co-direct a team of 7 in the planning and execution of Queens Pre Law conferences, workshops and events by maintaining and advancing relationships with existing sponsors to secure a budget of ~\$2500

Co-Founder | Hansen Home for Syria **2015-2016**

- Co-founded a school-wide, interclub organization which raised \$30,000 in order to sponsor a Syrian refugee family which was recognized by MP Omar Alghabra in Canadian Parliament

ADDITIONAL INFORMATION

- **Awards:** Rick Hansen Leadership Award, Honorable Mention MCMUN 2019
- **Language:** Fluent in English and Gujrati; Conversational Proficiency in French
- **Hobbies:** Martial Arts; Brown belt in Karate, Basketball intramurals MVP
- **Societies/Conferences:** MCMUN 2019 Conference Delegate, QMUN 2018 Conference Delegate, Queens Economic Affairs Society, EDA Conference 2019