

City of London - Application for Appointment to the City of London Striking Committee

Application

Contact Information

Name: **Anoushka**

Phone Number:

Address:

City: **London**

Province: **ON**

Postal Code: **N5W0B9**

E-mail Address (Confirmation e-mail of your application will be sent):

Experience and Qualifications

If you have experience on a London Board or Commission, please provide dates and details. (max. 3000 characters): **None**

What do you hope to contribute to the Striking Committee? (max. 3000 characters): **I hope to contribute a better vision and better ideas for the improvement of everything within the committee.**

Please describe additional experience, training, or community involvement that will help you in your role as a Striking Committee Member. (max. 3000 characters): **I am working as a marketing coordinator and this will help me understand the involvement better and help me fit into the role.**

Attach resume or other document here, if needed: **AnoushkaResume.pdf**

Attach more files here, if needed:

Confirmations

I declare the following: **I am a resident of London. ; I am at least 18 years old.; I am not a City employee or Council member.; I am not applying to be on a Board or Commission.; I understand that my application and any attachments will be included on a public agenda that is published on the City website.**

To help inform our outreach activities, please tell us how you heard about this opportunity: (optional): **Social media**

If you selected 'Other', please specify:

Submitted on: **9/20/2022 3:10:03 PM**

Anoushka Hamirwasia

London, ON N5W 0B

Summary

Outgoing Sales and Marketing Consultant with 2+ years of experience. Interfaces with clients to design and implement plans of action for maximizing sales performance and expanding market reach. Effective professional leading sales teams to new heights.

Dedicated employee known for punctuality, pursuing employment options where good customer service and positive attitude will make a difference. Proven skills in promoting products and boosting revenue by connecting with customers and effectively communicating sales recommendations. Well-organized, reliable and experienced in setting up displays, restocking shelves and supporting in-store customers with knowledgeable assistance. Enhance store loyalty with unparalleled support. Motivated business student seeking part-time opportunity to gain hands-on experience. Outgoing and friendly with strong drive to succeed.

Experience

01/2022 - Current

Sattaj Kaur- Bridal Boutique — London, Ontario

Sales and Marketing Consultant

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- Learned and implemented strategies for upselling products and services and suggesting complementary products to maximize value of each transaction.
- Conducted market research to identify emerging marketing trends.
- Stocked shelves and supplies and organized displays to focus customer attention on specific items.
- Escorted customers to products and pointed out complementary items to boost store sales.
- Maintained visually appealing and effective displays for entire store to drive sustained revenue and move target products.
- Organized store by returning merchandise to proper areas and restocked displays.
- Managed client expectations through open communication and collaborative style at each stage of planning and implementation.
- Trained new employees on customer service and quality assurance standards.
- Assisted customers with locating merchandise and complementary items.
- Creating inventory of new products and sold-out products
- Performing overall marketing for the clients
- Solving client queries
- Styling clients and helping them understand clothing product styles better
- Social Media Marketing for the brand and digital marketing for social media platforms.

- Developed and maintained positive customer relationships through effective communication.

12/2020 - 09/2021

Zucol — India

Quality Analyst

- Maintained quality assurance procedure documentation
- Monitored completed work and provided feedback to improve team member performance
- Executed test scripts and recorded results
- Contributed to business growth by confirming customer satisfaction with service and quality
- Recommended improvements to the team and procedures for increased productivity
- Analyzed quality of content created by expert documents made by expert writers
- Coordinated with team leader to prioritize meeting with expert writers.

01/2021 - 08/2021

Wellindia Company — India

Marketing Strategist intern

- Executed updated marketing plans to increase branding exposure, customer traffic and sales
- Measured and reported on marketing campaign performance, gained insights, and compared results against goals to identify strengths and weaknesses
- Identified, implemented, and enhanced marketing strategies by accounting for factors such as organizational objectives, market trends and costs
- Generated new business by reaching out to prospective clients by e-mail marketing and social media campaigns.

Education

06/2022

Fanshawe College London, ON

Postgraduate Diploma: Business Management

01/2020

Amity University India, India

Bachelor of Arts: English Honours

Skills

- | | |
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| • Supervision & leadership | • Sales expertise |
| • Organizational skills | • Logical thinking and reasoning |
| • Microsoft Office | • Digital marketing and content creation |
| • Staff training and motivation | • Adobe Illustrator & photoshop |
| • Processing payments | • Quality Analyst skills |
| • Effective customer upselling | • Customer service and customer support |
| • Ability to multitask in a fast-paced environment | |

Certifications

- Marketing and Advertising- Mycaptain [June 2020].

- Digital marketing intern- Firstdigiadd [1st Sept- 30th Nov 2020].