

Priyanka Sharma

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Experience

Jul 2024 - Current

Sale Representative/Key Holder | MAVI · Vancouver, Canada

- Delivered personalized customer service by **identifying client needs** and **recommending suitable products**, achieving 10–50% above monthly sales targets.
- **Maintained inventory records** and **coordinated stock orders** to ensure product availability, contributing to smoother store operations.
- Developed strong rapport with customers, resulting in repeat business and increased customer satisfaction.

Oct 2022 - Dec 2023

Marketing Assistant | Makeways Pvt. Ltd. · Kathmandu, Nepal

- Worked as part of the marketing team to **create, curate and schedule engaging social media content**, resulting in a 20% increase in follower engagement.
- Assisted in **developing strategic marketing plans** and **monitoring budgets** to ensure cost-effective resource allocation.
- **Conducted market research** to identify customer trends and competitor strategies, allowing data-driven decision-making for marketing plans.
- **Coordinated cross-functional communication** between marketing, sales, and creative teams to streamline campaign execution.
- **Analyzed** social media and campaign performance metrics, **providing actionable insights** to optimize ongoing marketing efforts.
- Promoted from **Marketing Intern (Oct 2022 – Dec 2022)** based on performance and initiative.

Education

Master of Business Administration (MBA), Human Resources

University Canada West · Vancouver, Canada · Apr 2017 - Jul 2025

Bachelor of Business Administration (BBA)

Padmakanya Multiple Campus · Kathmandu, Nepal · Nov 2017 - Jul 2022

Skills

Technical & Professional

Business Development · Marketing Strategy · Customer Engagement · Market Research · Social Media Management · Content Creation · Performance Analysis · Microsoft Office Suite · POS Systems

Interpersonal & Organizational

Communication · Team Collaboration · Time Management · Multi-Tasking · Analytical Thinking · Problem-Solving

Projects

Unhinged Dating App · Marketing Project

Developed budgeting plans and recommended cost-effective marketing strategies to maximize user acquisition and engagement.