

SONIA BHAGIRATH

CONTACT INFORMATION

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OBJECTIVE

A Marketing or Customer Relationship Management position within an organisation seeking a highly motivated individual with a strategic mindset and an aptitude for number-crunching, problem-solving, and creativity.

EXPERIENCE

Nov 2004 – Present Overwaitea Food Group Langley, BC
Customer Relationship Management Specialist (Marketing)

- Preparing detailed research and statistical analyses to support merchandising and marketing initiatives
- Presenting to marketing team and management detailed recommendations from research findings
- Researching, identifying and recommending emerging marketing trends based on demographics and database information
- Assisting in the implementation of new initiatives/programs for all Save On Foods and Overwaitea stores in BC and Alberta, such as in-store kiosk coupons, Vancouver Island variable coupons and stealth mailers for priority stores

Jun 2004 – Nov 2004 BC HYDRO Burnaby, BC
Market Research Analyst (Market Intelligence and Info Services)

- Managed quarterly newsletter (distributed to over 1000 employees)
- Project Management
- Managed questionnaire development and market research
- Consulted with clients (internal and external) and conducted presentations
- Acted as a liaison between market research firms and Power Smart clients
- Issued and assessed Requests for Proposals (RFPs)

Sept 2003 – Jun 2004 BC HYDRO Vancouver, BC
Consultant (Energy Acquisition, Power Planning & Portfolio Mgmt)

- Issued and assessed Requests for Proposals (RFPs)
- Marketed the Green Power Certificates Program within BC Hydro and to external stakeholders, i.e. Independent Power Producers (IPPs), Powerex
- Designed timelines/tracking system for Green Power Certificate Program
- Developed and delivered key communications messages to stakeholders such as Power Smart, Powerex and Business Services
- Created various presentations for senior management
- Created various databases for the Vancouver Island Call for Tenders

May 2003 – Aug 2003 EventCorp Services Inc. Coquitlam, BC
Project Assistant

- Assisted in report generation, document preparation and executive summary writing
- Assisted in the delivery of services to a number of event-related projects (i.e. trade and consumer shows, summer festivals, conferences, etc.)
- Prepared data collection equipment for field placement

Sept 2002 – Apr 2003 Simon Fraser University Burnaby, BC
Teaching Assistant (Faculty of Business Administration)

- Led third-year undergraduate 'Introduction to Marketing' tutorials
- Organized and planned tutorial delivery
- Graded assignments and provided timely feedback

EDUCATION

May 2002 – June 2004 Simon Fraser University Burnaby, BC
Masters of Business Administration (Marketing) with Co-op

MBA Project Title: Bhagirath, S., Mauser, G., & Chang, J.C. "A Content Analysis of Print Magazine Advertisements from Canada and India".

Sept 2003 – Dec 2003 BCIT Vancouver, BC
Course: MKTG 3418 (Advertising Design & Production)

Sept 1998 – Aug 2001 Simon Fraser University Burnaby, BC
Bachelors of Business Administration (Accounting)

VOLUNTEER EXPERIENCE

Feb 2005 – Present Surrey Hospice Society
Bereavement Programs
Program Volunteer

Sept 2004 – Present Leaders of Tomorrow
External Relations Committee Member
Reporter for Young Leader, Member

June 2004 – Nov 2004 Canadian Breast Cancer Foundation
CIBC Run for the Cure
Marketing Sub-Committee Member

May 26th – 27th Vision 2004 Conference
American Marketing Association - BC Chapter
Event Volunteer

May 2004 – Present Festival Box Office (FBO)
First Vancouver TheatreSpace Society
Member for Marketing and Communications

KNOWLEDGE, SKILLS & ABILITIES

Computer-specific Knowledge

- Proficient in the use of MS Office Suite applications such as Word, PowerPoint, Excel, Publisher, Outlook, Visio, Notepad, and Project
- Competent in the use of QuarkXpress 4
- Proficient in the use of SPSS
- Competent in the use of MarketExpert, NCOA, StreetSweeper
- Proficient in the use of Adobe Acrobat (PDF)

Writing and Design Skills

- Knowledge of topography, colour, layout, artwork, copywriting and production for newspaper, magazine, internet and POP advertising
- Competent in writing memorandums, proposals, letters, press releases and business reports

REFERENCES

Available upon request