

Name: Animesh Arora

Student ID: 0673390

Course: Post Baccalaureate Diploma in Marketing

Education:

Year	Course	University
September 2023 – April 2025	Post baccalaureate diploma in Marketing	Nipissing University, North Bay, Ontario
2013-2016	Bachelors in Hotel Management	Amity University, India

Experience:

FEB 2019-Mar 2022 Marketing Manager at B2B Clothings Pvt. LTD. Noida.

-Performing a wide array of duties like Marketing, Administrations, Expenditure, Inventory, Customer service, Offers and schemes, Employee retention, Customer service, Point of sales, Customer feedback/complaints.

-Selecting and managing staff and layout of the stores.

-Planning and pre-opening new outlets.

May 2016- April 2018 F & B Services (Supervisory Development program), Radisson Blu MBD Hotel, Noida.

-Butler services, Room services, Point of sales in restaurant.

-Pre-opening of restaurants and butler service department.

-Executive assistant to the general manager.

Reasons to contest for the Elections:

- With a background in hotel management and a current pursuit of a post baccalaureate diploma in marketing at Nipissing University, I am eager to bring my skills and experiences to the forefront to contribute to the vibrant student community at Nipissing University.

-Having completed my bachelor's degree in hotel management at Amity University Noida and gained valuable hands-on experience as an F&B professional at Radisson Blu MBD Hotel, Noida, and later as a Marketing Manager for apparel retail at B2B Clothings Pvt. Ltd., Noida, I have

developed a diverse skill set like communications, branding, Public relations, customer service, profit maximization, customer feedback support that I believe are valuable in leading NUSU.

My Goals as a Director of NUSU:

-Throughout my academic and professional journey, I have always been driven by a passion for **Cultural Equality, Mental Health Advocacy**, and the **fair distribution of resources and information amongst students**. As Director of NUSU, my aim is to foster an inclusive campus environment by organizing multicultural events, awareness campaigns, and collaborating with various student organizations to celebrate diversity.

- Recognizing the importance of mental health, I plan to establish support networks, counseling services, and awareness programs that prioritize the well-being of our student community. Additionally, addressing the fair distribution of resources, I aim to create transparent channels for information dissemination, ensuring equal access to resources, and promoting a strong sense of community amongst students.

Means and Methods to achieve my goals:

- My experience in getting new partners on board, coupled with my customer-centric approach and strong public relations skills, positions me well to address the challenges and opportunities faced by NUSU. I am confident that my dedication, strategic vision, and commitment to fostering an inclusive and supportive campus community align with the goals of NUSU.

-I am eager to contribute to the growth and vibrancy of Nipissing University's student community and would be honored to serve as Director of NUSU.