**Vaibhav Bisht**

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# PROFESSIONAL EXPERIENCE

**City Automation Pvt.Ltd** Noida, India

*Marketing Associate*  *April, 2024 – Present*

* Spearheading digital marketing initiatives for a leading provider of photocopiers, printers, and office automation solutions, with a focus on B2B lead generation and brand visibility.
* Conduct market research and competitor analysis to support strategic planning and new service rollouts in IT rental and office solutions.
* Assist in CRM management, customer follow-ups, and promotional campaigns, while ensuring consistency in branding and messaging across digital touchpoints.
* Contribute to internal communication and client presentations using Microsoft Excel, PowerPoint, and other business tools, enhancing proposal effectiveness and deal closures.

**Save On Foods** Abbotsford, B.C, Canada*Retail Sales Associate*  *06/2022 – 12/2023*

* Led daily floor operations across departments including Meat, Produce, Deli, Grocery, and Front-End, ensuring smooth item flow from receiving to shelf placement.
* Managed customer transactions accurately using POS systems and upheld strict compliance with cash handling and security procedures.
* Delegated team tasks effectively as shift lead, optimizing workload distribution based on store traffic and operational priorities.
* Assisted in inventory management and backroom logistics, coordinating with warehouse staff to streamline supply chain flow and minimize stock discrepancies.

**WIS International** Abbotsford, B.C, Canada

*Inventory Associate*  *06/2022 – 02/ 2023*

* Led a five-person cross-functional team and collaborated with clients to plan and design inventory audits.
* Conducting accurate inventory counts: Performing physical inventory counts of merchandise in various retail locations or warehouses using handheld devices or manual tally sheets to ensure accurate stock levels

**CIBC BANK** Abbotsford, B.C, Canada

*Teller, Customer Service Representative*  *11/2022 – 11/ 2023*

* Delivered exceptional customer service by addressing inquiries, resolving complaints, and providing clear, timely information on banking products and services to enhance customer satisfaction and retention.
* Efficiently processed financial transactions, including deposits, withdrawals, fund transfers, and bill payments, while ensuring high accuracy, confidentiality, and adherence to regulatory standards.
* Maintained detailed and compliant records of all customer interactions and transactions within the bank’s CRM system, ensuring proper documentation in line with internal policies and audit requirements.

**Vebtorque Motors (YouTube & Instagram)** Noida, India

*Automobile Content Creator*  *06/2020 Present (Part-Time/Passion Project)*

* Launched Vebtorque Motors as a creative side project to express a deep-rooted passion for automobiles, focusing on industry updates, car reviews, and tech explainers for a growing enthusiast community.
* Monitor video analytics and audience behavior to refine content strategies, leading to improved viewer retention and engagement rates across platforms.
* Still working on it….

# EDUCATION

**University of Fraser Valley | Abbotsford, B.C, Canada**

**Bachelor of Business Administration (BBA) | 04/2023**

* **Graduated with a 3.7 GPA out of 4.33**
* **Awarded with Dean’s List,** List of Distinguished Student For Winter 2021, Fall 2021 & Fall 2022

**Delhi University | School Of Open Learnings | New Delhi, India**

**Bachelor of Commerce (B.Com) | 04/2024**

* **Graduated with First Division 7.5 CGPA out of 10**

**LANGUAGES:** English And Hindi (proficient)

**SKILLS:**

Customer service, Time management, Communication skills, Computer literacy, Leadership, Microsoft Office Suite

(Excel, Word, PowerPoint)**,** Inventory Management & Stock Auditing, POS & Retail Systems Operation, Financial Transactions & Cash Handling, Data Entry & CRM Management, Supply Chain Coordination, Market Research & Competitor Analysis, Sales Presentation & Proposal Drafting, Email Marketing & Social Media Planning.

**CERTIFICATES:**

Accenture, Google Cloud, Corporate Finance Institute