

APOORVA DALVI

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OBJECTIVE

As a Bachelor of Communication and Digital Journalism with a Minor in Marketing, I am seeking a position where I can apply my academic background, creativity, and strong interpersonal skills to contribute to public relations, marketing, or communications initiatives. I aim to support organizational goals while gaining hands-on experience, advancing my professional growth, and delivering meaningful results as part of a dynamic team.

SKILLS AND ABILITIES

- Academic background in **Digital Journalism and Marketing**; experienced in social media management, event promotion, and brand representation.
- Proficient in **Microsoft Office Suite, Zoom, Teams, Canva**, and social media platforms including **Instagram, Facebook, LinkedIn, and YouTube**; skilled in content creation, page management, audience growth, and engagement analytics.
- Experienced in scheduling, data entry, and handling confidential information; familiar with **Workday** and standard office protocols such as **professional email communication, calendar coordination, file organization** (digital and physical), and internal/external correspondence.
- Strong **written and verbal communication skills** demonstrated through public speaking, radio hosting (CFBX 92.5 FM), university event hosting, and leading dance workshops; effective in cross-functional team collaboration during event planning and academic projects.
- Certified **B1 level in French from Alliance Française de Bombay**; comfortable with conversational French and basic written comprehension.

EDUCATION

Thompson Rivers University – Kamloops, BC

Sept 2022 – Dec 2024

Bachelor of Communication and Digital Journalism

Major: Public Relations

Minor: Marketing

Online Portfolio: apoorvamdalvi2.trubox.ca

EXPERIENCE

Store Manager, Domino's Pizza – Kamloops, BC

Sept 2022 – Present

- Led a team of 15, improving store performance and achieving a 20% increase in customer satisfaction.
- Provided a positive customer experience, contributing to a boost in overall store revenue.

Vice President, TRUSU Social Dance Club – Kamloops, BC

Sept 2023 – Dec 2024

- Spearheaded dance events and workshops, attracting over 200 participants and fostering cultural exchange.
- Enhanced community engagement by creating an inclusive environment, increasing club membership by 30%

Radio Host, CFBX 92.5FM – Kamloops, BC

Dec 2022- Nov 2023

- Delivered engaging content, connecting with the local community, and increasing

listener engagement.

- Showcased creativity and passion for communication, contributing to a positive impact through broadcasting

VOLUNTEER WORK

Special Olympics BC – Kamloops

Volunteer | 2023

- Assisted in **organizing and coordinating events** during the Special Olympics, ensuring a supportive and inclusive environment for participants.
- Helped manage athlete **check-ins, event logistics, and crowd coordination** with a team of volunteers.

The Omega – Student Newspaper, Thompson Rivers University

Contributing Writer | 2023 – 2024

- Wrote articles focused on campus life, student perspectives, and local events such as **TRU International Days** and the **Kamloops Film Festival**.
- Contributed to content development and editing, including **student spotlight features, event coverage**, and **opinion pieces**, in a fast-paced, deadline-driven environment.