

Student Name: Lakshanyaa Ganesh

Date Added	Skill	Experience	Situation	Task	Action	Result	Relevance
2022/09/24	Analytical Thinking, Proactiveness	Marketing Co-op, Technical Safety BC	As the Marketing Co-op Student for safety regulator Technical Safety BC, I noticed that there was no consistent way the organization was tracking the performance of different campaigns and proposed compiling campaign reports to have a high-level understanding of what our campaign metrics were.	I independently led the creation of weekly campaign reports for ~4 active public safety social media campaigns.	I first took the initiative to reach out to members of my team with data and analytics experience and worked with them to create a template from which I compile data from various sources such as Sprout Social, Google Analytics, Facebook Analytics, and more.	I shared our campaign results with the rest of the marketing team (~20) weekly through email and was able to discuss my recommendations on how to improve our campaigns with the goal of reaching and impacting the most amount of people weekly. My recommendations were discussed among the team and implemented accordingly, and were also used in larger-level organizational meetings to discuss the efforts and results of the marketing team.	The ability to fine tune and work on my data compilation and analytical skills on a weekly, regular basis allowed me to have a much firmer grasp on how data analysis and marketing intersect. I was also able to develop my leadership skills and proactiveness, as this was a project I was primarily responsible for.
2022/09/24	Creativity	Marketing and Operations Intern, Connection Silicon Valley	Connection Silicon Valley is an organization that connects small businesses in Canada with Silicon Valley investors, and one of the campaigns was specifically focused on investors expanding in the Alberta region. The team was	I was tasked with designing a template for the newsletter on MailChimp, creating the content, and sharing the newsletter with a network of 200+ investors.	I researched other newsletters in the business and investment space to get more of an idea of the different features and content included within them, and then worked with the marketing team (~5) to share what to include within it. I then	We gained ~20% more subscribers to the newsletter every month after promoting it to our followers on various social channels, and had a 40% open and engagement rate on all the newsletters.	I was able to utilize my creativity and project management skills through independently creating these monthly newsletters, and also gained technical skills on how to use MailChimp.

			brainstorming unique ways to reach investors, and I proposed creating a monthly newsletter with different unique promotional content to reach and engage investors.		independently created a template and gathered content from various platforms, conducted interviews with Alberta founders to write short blurbs for the newsletter, and more. I created this newsletter monthly, and this template is still being used even after I've left the organization.		
2022/09/24	Responsibilit, Leadership	Volunteer Coach, Monta Vista HS Speech & Debate	As a volunteer coach for Monta Vista High School Speech Club, it was my responsibility to help a group of 3 students prepare, memorize, and eventually perform speeches in various competitions.	At the beginning of the year, there is a main Novice Speech competition that students prepare the most for through writing their speeches, memorizing them, and delivering them effectively. As soon as I met my students, I remembered what it was like being a novice to speech, and how overwhelming the whole process was initially — I wanted to fulfill my responsibilities beyond the expectation and become a real mentor to my students.	To help them, I arranged time after school to help edit their speeches and adjust their delivery. I made a group chat where I'd regularly send them resources and encouragement to increase morale and help them see that they could find a real family and community in speech. When they'd have questions about speech delivery that I could not answer, I would connect them to other coaches and online resources that would fill their knowledge gaps.	At their first competition, my students all received medals for their exceptional performances and shared that they felt like they found a real community in the club.	This experience helped me hone my leadership skills and on identifying the responsibilities and actions required to go above and beyond, and made me realize that I really enjoy mentoring and helping others.
