

NAAZ MALIK

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EDUCATION

Bachelor of Business Administration, Marketing

June 2023

University of the Fraser Valley — Abbotsford, BC

- Cumulative GPA: 3.67
- Student Consultancy Excellence Award, 2023 — awarded for outstanding performance on a market-entry feasibility study for Hunter Foods' launch into the Indian market.
- Completed the degree while working concurrently in full-time and part-time roles throughout.

PROFESSIONAL EXPERIENCE

Accounting Assistant — Remote

Apr 2026 – Present

Anu & Associates, Chartered Accountants — Chandigarh, India

- Provide remote accounting support to a Chartered Accountancy practice, assisting with bookkeeping, reconciliations, and client financial documentation.
- Collaborate across time zones on client assignments, maintaining accuracy and confidentiality in financial record-keeping.

Marketing Manager — promoted from Assistant Manager

Feb 2024 – Jul 2026

Crown Stone Management — Surrey, BC

- Direct a 10+ person sales team across 15+ campaigns delivered end to end — brief, strategy, creative direction, and execution.
- Ranked the team's top salesperson while simultaneously managing campaign delivery, leading from the front rather than from the desk.
- Manage and mentor a core team of 5, running target-setting, performance tracking, and individual coaching against monthly revenue goals.
- Own product marketing, communications, and events end to end, translating brand positioning into campaigns that convert.
- Own hiring for the sales floor and built the onboarding/training program now used for every incoming representative.

Sales Representative

Sep 2022 – Dec 2022

BC Agriculture Council — Abbotsford, BC

- Consistently exceeded assigned sales targets across a four-month outbound campaign, converting both lapsed and net-new cardholders.
- Tailored pitch and negotiation strategy to individual prospect needs; held the role concurrently with a full-time course load.

Front End Assistant

Oct 2021 – Nov 2023

Costco Wholesale — Abbotsford, BC

- Delivered high-volume member service in a large-format warehouse retail environment, sustained across two years while completing a full-time BBA.

Quality Coordinator, Student Company Program

Oct 2020 – Aug 2021

University of the Fraser Valley, Chandigarh Campus — Chandigarh, India

- Coordinated product quality for a student-run venture selling handmade, eco-friendly consumer goods.
- Ran door-to-door and social media sales channels, expanding the program's customer reach and driving unit sales.
- Oversaw allocation of program revenue to a partner NGO.

LEADERSHIP & COMMUNITY

- National Service Scheme, Ministry of Youth Affairs & Sports (India) — two years of service; awarded an A grade; selected for a seven-day Swachh Bharat Abhiyan special camp, 2018.
- Volunteer Tutor and NGO Intern, Yuv Satta (2017–2019) — developed course outlines and taught children from underserved communities, focusing on basic education, awareness, and human rights.
- Delegate, Dialogue Session on Peace Volunteering — International Youth Centre, Kuala Lumpur, 2017.

SKILLS & CERTIFICATIONS

- Marketing: product marketing, brand growth, campaign management, event strategy, SEO and content optimization, short-form video strategy, social media, email and newsletter campaigns (Mailchimp).
- Commercial: sales strategy, prospecting, negotiation, contract close, account retention, team leadership, hiring and onboarding.
- Analytics & Tools: Microsoft Excel, CRM platforms, Stukent Mimic Pro digital marketing simulation.
- Certifications: Serving It Right.