

Gurman Kaur

Email: gkaur6@student.gsu.edu

Phone: +1(678) 468-0590

Linkedin.com/in/gkaur6

Objective

To obtain a position as a business marketing intern in a multinational organization that will allow me to utilize my innovative and creative skills developed at Georgia State University and allow me to get exposure and gain experience within the field of business marketing. This will ultimately enable me to reach my goal of building a long-term career in business marketing.

Education

Georgia State University, J. Mack Robinson College of Business, Atlanta, GA

Bachelor of Business Administration (BBA), Marketing, July 2021

Overall GPA: 4.08/4.0

- President's List Recipient, 2018-2020

Relevant Coursework: Panther Accelerated Career Experience (PACE), Business Communication, Globalization and Business Practices, Business Communication and Professional Development, Corporate Finance, Business Analysis, Managing People in Organizations, Marketing Management, Buyer Behavior, Marketing Research, Marketing Metrics, Professional Sales, International Marketing, and Advertising

Experience

Enterprise Rent-A-Car

Atlanta, GA

Student Consult - Panther Accelerated Career Experience (PACE)

Jan. 2021 - Present

- Research and recommend solutions for Enterprise's implementation in order to adapt to the post-pandemic consequences regarding the virtual environment / workforce requirements with maximum effectiveness and efficiency
- Recommendations to client includes: virtual office best practices, cost considerations/ minimizing fixed costs, how-to maintain team management efficiency, virtual office implications, and maintaining employee productivity, engagement/socialization, and performance

Ashlux, Inc.

Norcross, GA

Sales Representative Intern

Jan. 2019 - Present

- Successfully generate B2B sales by using personal selling tactics and trust-based relationship selling
- In charge of coordinating and implementing an effective customer care strategy and driving sales
- Attend semiannual regional furniture markets and generate potential leads
- Improve internal controls regarding supply chain management and payroll
- Built a social media marketing campaign to increase consumer awareness
- Created a product master data file using excel and individual product tear sheets for 500 SKUs

Macy's Inc.

Atlanta, GA

Visual Security Office, Part-Time

Oct. 2019 – Apr. 2020

- Successfully completed all Asset Protection/Loss Prevention training requirements including CPR and First Aid and maintain personal certifications as required by law
- Monitored high shortage areas such as receiving, and jewelry as needed; performed audit functions
- Used two-way communication devices to maintain contact with Store Detectives to ensure store safety
- Prepared prompt and complete reports relative to all theft incidents, merchandise recoveries, accident investigations, audits, and other activities as assigned by the Asset Protection/Loss Prevention Manager
- Have knowledge of and maintained strict compliance with the law and company policies concerning apprehensions, searches and seizures, and the preservation of evidence
- Regular, dependable attendance and punctuality

Mac Duggal LLC.

Chicago, IL

Backstage Intern Fashion Week 2020 Photoshoot

Feb. 2020 - Mar. 2020

- Assisted with being on set, model dressing/handling, and video production/filming
- Coordinated the photoshoot and directed the models on set
- Productively rotated the models in-and-out of stations under three minutes

Edible Arrangements**Duluth, GA****Customer service and Production, Seasonal****Dec. 2018 – Feb. 2019**

- Provided priority assistance to customers requesting guidance on specified products
- Efficiently managed fruit production, maintaining customer service relations and customer satisfaction
- Maintained department operations through collective cooperation with co-workers and facilitated procedures during periodical physical inventory

Student Organizations**Rep & Lead Social Media Content Creator, Sikh Student Association****Jan. 2019 – Present**

- Successfully chartered the organization at Georgia State University
- Increased Student Membership by 50%
- Digital Content Creator
- Maintain an active social media presence

Awards/Certifications**Truist Leadership Institute****Oct. 2020**

- Emerging Leaders Certification

Events**Emory Undergraduate Business Student Leadership Conference (UBSLC)****Feb. 2021**

- Selected among the top four undergraduate students of the Robinson College of Business to represent Georgia State University at the Undergraduate Business Student Leadership Conference hosted by the Goizueta Business School of Emory.

Volunteer Experience**Sikh Study Circle**

- Cooked meals to help feed the homeless in the downtown Atlanta area

Hands on Atlanta

- Volunteered with multiple nonprofit organizations and schools in need through Hands on Atlanta

Skills

- Excellent verbal and communication skills
- Excellent critical thinking and problem-solving skills
- Detail oriented with strong organizational skills
- Strong communication / interpersonal skills
- Adaptable to new technologies / practices
- Software Proficiency: Microsoft Office, Tableau
- Language Proficiency: English (fluent); Punjabi (fluent); Hindi (fluent); Spanish (conversational)
- Instrumental Proficiency: Viola (3 years), Harmonium (4 years)
- Sketch and henna artist