HADIA NIAZ

Coquitlam, BC | Niazhadia0@gmail.com | (+1) 236-412-6429

Driven and adaptable third-year Marketing student with hands-on experience in graphic design, retail sales, social media marketing, and creative collaboration. Passionate about graphic design, branding, and delivering exceptional customer experiences. Quick learner eager to grow in dynamic workplaces.

KEY COMPETENCIES

· Graphic Design · Brand Identity · Creative problem-solving · Detail Oriented · Social Media Marketing · Upcycling & trend forecasting · Team collaboration · Public safety awareness · Fast learner · Detail-oriented · Customer service excellence ·

WORK EXPERIENCE

Project Design Coordinator
SFU REACH | Burnaby, BC | December 2025 –April 2026

- Created social media content for client Hailshomebakery
- Worked in a team to execute a marketing plan over the span of 4 months
- Came up with branding concepts, social media graphics, mock packaging design, logos, moodboards, colour palettes and presets that were coherent with the client's brand identity.

Sales Associate
Mastermind Toys| Coquitlam, BC | September 2025 –January 2026

- Assisted customers with purchases, gift wrapping, and product recommendations.
- Processed BOPIS orders and cashier transactions efficiently and accurately.
- Maintained cleanliness and organization of sales floor and checkout areas.

General Associate
Aritzia Warehouse Sale | Vancouver, BC | August 2025 – September 2025

- Handling customers by enforcing rules professionally and supporting coworkers during challenging situations.
- Worked effectively in a team to complete tasks and get the job done.
- Organized and hang racks of clothing based on item type.

Sales Associate
Michaels | Port Coquitlam, BC | Sep 2024 – Jan 2025

- Processed 50+ daily transactions with 100% accuracy while enhancing checkout experience
- Managed Purolator drop-offs and pick-ups and organize parcels in alphabetical order
- Became store's go-to for product/promotion questions, reducing manager escalations by 30%

- Implemented visual merchandising techniques to boost impulse purchases

Convocation Student Usher
Simon Fraser University | Burnaby, BC | October 9 2025

- Assisted guests with any questions or inquiries.
- Resolved issues between guests in a professional matter.
- Managed groups of people into lines to ensure the ceremony ran smoothly

Volunteer Sales Associate
Thrift and Fund | Coquitlam, BC | Nov 2023 – Apr 2024

- Revitalized clothing displays through strategic sorting by color/size, improving sales conversion
- Provided personalized styling recommendations to increase average transaction value
- Cleaned and maintained store's appearance.

Entrepreneur | Depop Seller
*Self-Employed | 2023 – Present

- Curated +300% profit margin through strategic upcycling and trend analysis
- Managed complete sales cycle from photography to customer service

EDUCATION & LEADERSHIP

Bachelor's Diploma
Simon Fraser University | Sep 2024- 2028

- Joint Major in SIAT (School of Interactive Arts and Technology) and Beedie (School of Business) with a focus in Marketing
- Project Design Coordinator for SFU Reach
- 4th place Brandstorm Competition Finalist

Headstart in Art Program
Emily Carr University| Jan 2024

- Using materials and concepts of drawing as a visual language
- Technical Coursework: Drawing, painting, digital illustration

High school Diploma
Riverside Secondary| Jul 2024

- Gallery Exhibition: Co-created installations featured at Lee Square Gallery