



Contact

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References

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Dr. Piotr (Peter) Zakrzewski

Thompson Rivers University
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Language

English

Punjabi

Jasreet Dhaliwal

Highlights of Abilities

- Completed Bachelor's of Arts degree in Communications at Thompson Rivers University
- 2+ years of **experience** in communications and marketing through managing a floral business, producing promotional content, and coordinating customer outreach
- Proficient in **graphic design tools** including Canva, with foundational knowledge of Adobe InDesign, Photoshop and Illustrator
- Experienced** in using **Linkedin** and **Mailchimp** for social media engagement and email marketing campaigns; familiar with WordPress and content management systems
- Demonstrated strong **interpersonal customer service skills** through work as a pharmacy assistant and a small business owner
- Passionate about community involvement, with experience organizing fundraisers and volunteering at local events

Education

Thompson Rivers University
Bachelor of Arts
Kamloops, BC
2019-2024

Relevant Courses:

Communication of Space and Place
Digital Communities
Empathic Design
Intercultural and Cross-Cultural Communication
Online Journalism
Representing Community
Research Methods in Communication

Relevant Projects:

Organized Fundraiser for UNICEF through TRUunicef Club

- Planned and executed a fundraising event, coordinating logistics, promotions and outreach

Launched and Operated a Small Business During COVID-19

- Managed marketing, customer communication, and content creation to grow community presence
- Strengthened community involvement through partnerships, fundraisers, and personalized service

Academic Highlights:

Developed a capstone portfolio of top undergraduate projects
[View Portfolio](#)

Skills

Community Engagement & Compassion

- Prioritizes community development through philanthropic events; distributed roses on Valentine's Day at a senior home, gave flowers to nurses at Peace Arch Hospital on Mother's Day and served coffee at the women's shelter in Kamloops
- Demonstrates empathy and care in both professional and volunteer settings

Leadership & Team Collaboration

- Organized the Akal Interfaith Symposium and led a UNICEF fundraiser raising over \$500.00
- Selected as one of the top 50 young women across B.C. for the Minerva Learn to Lead program

Time Management & Resilience

- Thrives in fast-paced environments such as pharmacy work, balancing multiple responsibilities while maintaining accuracy and service
- Efficiently manages time across business, academics, and volunteer commitments

Strategic Thinking & Entrepreneurship

- Founded and manage *Little Things by Noor & Jas*, overseeing marketing strategies, branding, and customer engagement
- Develops creative approaches to attract customers and fostering long-term business growth

Communication & Digital Media

- Experienced in creating marketing content and managing social media platforms including Instagram and Mailchimp
- Proficient in Microsoft Office Suite (Word, Excel, PowerPoint), Canva, and familiar with Adobe design tools
- Strong writing, editing, and presentation skills gained thorough university coursework and community campaigns

Work Experience

Florist/Owner
Little Things by Noor & Jas
Surrey, BC
2020-present

- **Designing floral arrangements** for various events such as weddings, birthdays, and events
 - Handling **administrative tasks** such as bookkeeping, invoicing and record keeping
 - **Marketing** and **promoting** the business through social media, advertising, and networking
 - Providing **excellent customer service**, including consulting with clients to understand their needs and preference
 - **Overseeing** deliveries and **coordinating** with other vendors for events
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Pharmacy Assistant
Shoppers Drug Mart
Kamloops, BC
2022-2025

- Able to handle complex situations and **able to problem solve challenges**
- **High level of accuracy** and **attention to detail**
- Involves handling **sensitive information** and making **ethical decisions**
- Working alongside with pharmacists, healthcare professionals, and customers has honed my **communication skills**
- Requires to **multitask** and **manage time** efficiently

Barista
Starbucks
Kamloops and Surrey, BC
2018-2023

- **Collaborated** with team members for efficient operations
- Delivered **exceptional customer service** and created a welcoming environment
- **Educated customers** on Starbucks products and sustainability initiatives
- **Managed** cash transactions and **maintained** register accuracy
- Prepared and served coffee and tea beverages to company standards.
- **Trained** new employees on procedures and customer service

Women's Basketball Team Manager
Thompson Rivers University
Kamloops, BC
2019-2022

- **Build relationships** with coaches, staffs and players
- **Handled** logistics, schedules and event planning
- **Managed** the women's basketball team which involved **leadership, coordination, and teamwork**