

# ARYA SINGLA

EXPECTED GRADUATION: DECEMBER 2025

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## EDUCATION

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**University of California - Riverside**, Riverside, CA

Sept. 2022 – Present 📅

**Major:** B.S. Business Administration - Information Systems

**GPA:** 3.8

## WORK EXPERIENCE

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**UCR Admissions** – Riverside, CA

May 2023 – Present 📅

Marketing Assistant

- Enhanced UCR's brand visibility and engagement by **25%** over a **6-month** period by creating over **200** pieces of compelling content for students.
- Managed social media accounts, actively responding to **100+** inquiries, cultivating a positive image for UCR.
- Played an integral role in coordinating large-scale events for over **10,000** prospective students, fostering brand awareness and boosting engagement.
- Shaped marketing strategies through active participation in brainstorming sessions and leveraging creative insights and current trends to inform strategy.

**UCR Residential Life** – Riverside, CA

Aug. 2023 – Present 📅

Program Advisor

- Worked with teams of **15+** faculty, students, and vendors to organize/manage diverse events honing teamwork and communication skills.
- Managed event budgets of **\$10,000+**, tracked expenses, and provided monthly financial reports.
- Designed and implemented engaging programs for **1000+** students, facilitating adjustment to university life and academic expectations.
- Provided tailored mentorship and guidance to **100+** undergraduate students, offering strategic advice on academic and career pathways.

**UCR Information Technology Solutions** – Riverside, CA

Apr 2024 – Present 📅

Multimedia Operator

- Managed media operations ensuring efficient delivery of tech services to **20,000+** faculty, staff, and students.
- Maintained and optimized technology infrastructure, including networks, data centers, and cybersecurity, to support teaching, research, and public service.
- Fostered a collaborative working environment, driving continuous improvement and refinement of ITS's organizational purpose and objectives.

**Boss Exotics** – Vancouver, BC

June 2022 – August 2022 📅

Sales & Marketing Intern

- Conducted research on trending products and market opportunities, driving a **12%** average increase in sales by introducing innovative offerings.
- Assisted in designing appealing store layouts to enhance the in-store experience and maximize product sales.
- Supported promotional campaigns by leveraging social media trends to highlight unique product features and attract new customers.

## PROJECTS

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**Organizational Behavior Case Competition**

- Led a winning project amongst **60+** by developing a strategic solution focused on enhancing employee engagement, communication, and operational efficiency through in-depth research on industry trends and company practices.

**Cakes by Arya - Independent Bakery Owner**

- Generated a steady stream of monthly custom-baked good orders for over **50** local customers providing personalized support and delivering exceptional customer service.
- Amassed a robust social media presence with over **3 million** views, **760K** likes, and **21K** followers on TikTok, Instagram, etc.

## SKILLS/LANGUAGES

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Technical: MS Office, Google Analytics, HubSpot, Adobe Suite, Canva, GSuite, Shopify, SEO, Video Editing

Professional: Communication, Strategic Planning, Marketing Campaigns, Problem-Solving, Innovation, Social Media, Project Management, Qualitative Research, Collaboration, Detail Oriented | Languages: Hindi, Punjabi