

# JASNEET PRITAM

+1 (587) xxx xxxx | xyz Blvd, Calgary, Alberta | www.jasneetpritam.com

## EDUCATION

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Sept 2020 - Present  
*Anticipated Completion: 2024*

University of Calgary: Calgary - Canada  
Bachelor of Fine Arts - Honours,  
Major: Visual Studies (Dean's List)  
Minor: Architectural Studies (Masters in Architecture Foundation Year equivalent)  
Current GPA: 3.97  
Coursework: *Digital Imaging, 2D & 3D Design, Studio 1 (MArch), Design Media Business development, Printmaking, Art Education and Course-creation, Generative Art (Processing, Java), Art Photography, Design Research*

## SELECTED GROUP EXHIBITIONS

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- 2022 PUSH Exhibition, Contemporary Calgary, Calgary, AB. Canada.
- 2022 Emerging Artists Unleashed, Alberta Society of Artists, Calgary, AB. Canada.
- 2022 Pumphouse Theatre, Quenten Doolittle Memorial Gallery, Calgary, AB. Canada.
- 2022 Emerging Artists Unleashed, The Alberta Society of Artists. Online Exhibition.
- 2021 Art of Mindfulness, CORE Shopping Centre and Little Gallery, Calgary, AB. Canada.
- 2021 Black History Month Creative Arts Gallery, University of Calgary, Calgary, AB. Canada.
- 2021 Arts Showcase 2021 Virtual Reality Exhibit, University of Calgary. Online Exhibition.

## SCHOLARSHIPS AND AWARDS

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- 2023 Janet Mitchell Bursary  
University of Calgary
- 2023 Pringle Family Scholarship for the Visual Arts  
University of Calgary
- 2023 Isabel Stadelbauer Scholarship  
University of Calgary
- 2022 Isabel Stadelbauer Scholarship  
University of Calgary
- 2021 Isabel Stadelbauer Scholarship  
University of Calgary
- 2020 International Entrance Award  
University of Calgary
- 2020 President's Admission Scholarship  
University of Calgary
- 2020 Top Student in African Continent: Business Studies Advanced Level  
Pearson Edexcel Excellence Awards

## PROFESSIONAL EXPERIENCE

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April 2023- Present

### **Purppl CCC**

#### ***Impact and Communications Analyst***

Responsibilities include:

- Assisting storytelling efforts through content creation, copy editing, and blogs
- Organizing, editing, and streamlining sales process on CRM software
- Creating graphics for branding, socials, and website
- Assisting with the implementation of impact measurement protocols
- Conducting interviews for storytelling that aligns with theory of change
- Contributing to vision of brand solidification and values aligned branding
- Contributed to the design and coordination of case studies for annual impact report
- Managed bi-monthly newsletter with a brand-aligned perspective.

May 2023 - Sept 2023

### **Propel Impact**

#### ***Impact Analyst and researcher***

Responsibilities included:

- Conducted research with team to gain insight on mindset of first time social entrepreneurs and barriers within the ecosystem and synthesized finding into a final report for Innovate Calgary and the Trico Foundation.

April 2022 - Present

### **University of Calgary Bookstore**

#### ***Marketing Associate and Social Media Manager***

Responsibilities include:

- Assisting with the technical implementation of various marketing strategies.
- Collaborated with the different departments to design any necessary signage or post that is needed in order to facilitate the bookstore's operation with the student body.
- Design innovative and targeted content that adhered to the branding requirements
- Worked closely with product development department to create and maintain marketing goals.
- Collaborated on the design of branded merchandise.

June 2022 - Sept 2022

### **Lethbridge Public Interest Research Group**

#### ***Website research and design***

Responsibilities included:

- Collaborating with team to understand unique website demands and interpreting these into a tangible website
- Brand development and management
- User interface customization

May 2022 - Sept 2022

### **Eventsworld : Calgary - Canada**

#### ***Digital Marketing Analyst Internship***

Responsibilities include:

- Evaluate campaign performance and work with affiliates on a daily basis to capitalize on growth opportunities.
- Develop strategic initiatives in order to exceed quarterly goals.
- Collaborate with other Marketing, Sales, and Engineering team members on cross-functional initiatives.
- Conduct market research and competitive analysis in order to identify opportunities for growth., react quickly to issues and market shifts as they arise.

Jan 2021- May 2021

### **GITS Consulting Services: Nairobi - Kenya (under 1582514 Ontario Ltd)**

#### ***Interior Designer***

Responsibilities include:

- Understanding and interpreting client's décor needs and converting it into an executable design.
- Designing interiors for the conversion of what was previously an office space into a one-bedroom apartment.
- Organizing and managing local vendors, budget tracking making purchasing decisions related to the interior design.

## VOLUNTEER EXPERIENCE

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- August 2022 - Sept 2023 **VIVO Media Arts Centre**  
*Member of Board of Directors*  
Role of Secretary and in the Facilities and Fundraising committee in the board. Crucial decision making role within organization. Understanding the inner financial and operational workings to contribute in ideation of critical decisions
- April 2022 - Sept 2023 **Propel Impact**  
*Fellow*  
Training in skills relevant to understanding the social impact landscape and working with two companies to assist in relevant research.
- August 2022 - Present **Scholars Academy**  
*Scholar*  
Participating in presentations that help students grow their network and knowledge. Working to formalize a sustainability events badge program that can be embedded within university organization to help keep tabs on the sustainable viability of events organized
- Jan 2022 - Present **3D Printing Club: University of Calgary**  
*VP Marketing*  
Leading all marketing efforts and the social media strategy for this club that aims to make 3D Printing more accessible to all students
- Oct 2021 - May 2022 **YouCreate: Non-profit organization**  
*Social Media Director*  
Using social media strategies to help meet the organization fundraising goals surrounding bringing youth together through art and music community service projects.
- Aug 2021 - April 2022 **GPS Mentorship Program: International Student Services (UofC)**  
*Mentor*  
Supporting incoming international students, by answering questions about campus and Canadian life, sharing relevant experiences, and attending events with my mentees.
- Aug 2021 - April 2022 **Emerging Leaders Program: LSE (UofC)**  
*Peer Helper and Mentor*  
Lead and support a group of first-year students as they participate in exciting online or in-person leadership workshops and socials organized by myself and fellow peer helpers.
- Aug 2021 - Sept 2022 **Art for Health Club: University of Calgary**  
*Social Media Coordinator*  
Assisting with the VP social Media responsibilities. (ie: all things social media and art work sales)
- Sept 2020 - Dec 2020 **World Youth Model United Nations**  
*Media Director*  
Organizing, delegating tasks and working with a media team to execute weekly tasks for the months prior to the conference.
- Sept 2019 - Dec 2019 **New Life Home Trust**  
*Volunteer*  
Volunteered for over 300 hours at this charitable Children's organization. Responsibilities included:  
Caring for and feeding the abandoned babies  
Helping in any required department. From Laundry, Special Care to Management. Assistance in designing banners and colorful crafts for the kids.

## TECHNICAL SKILLS

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### Softwares:

- Working with Rhinoceros 3D and Blender.
- Proficient with Microsoft Office.
- Comfortable with Adobe Illustrator, In Design and Photoshop, After Effects, Premiere Pro.
- Experienced with Canva, Later, Hootsuite, Facebook manager, Asana
- Intemediary experience in AutoCAD, ArchiCAD and Sketch up.
- Beginner Level Drawn Animations on FlipaClip

### Hardware:

- 3D Printing, Laser Cutting, Woodwork, Glass Engraving, Print Making.
- Banner and poster printing
- Printing Press ( Lino, Intaglio, Monotype)
- DSLR Photography

### Languages:

Fluent in English, Punjabi and Hindi.

## PERSONAL DEVELOPMENT ACTIVITIES/MEMBERSHIPS

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| 2022               | <ul style="list-style-type: none"><li>• Vivo Media Arts Centre</li><li>• Indian Student Association, University of Calgary</li><li>• UCalgary Peer Helpers, University of Calgary</li></ul> |
| 2020<br>to<br>2021 | <ul style="list-style-type: none"><li>• First Year Scholars, University of Calgary</li><li>• Emerging Leaders Program, University of Calgary</li></ul>                                      |