

# FIDA RAFI

fidarafi.205@gmail.com

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## ABOUT ME

A results-driven communications and marketing professional in training with demonstrated academic distinction and leadership impact. Currently pursuing a bachelor's in public relations and marketing, with experience in digital communications, community engagement, and multimedia strategy. Three-time Dean's List recipient and scholarship award winner recognized for professionalism, accountability, and consistent results.

## EDUCATION

BACHELORS   Public Relations & Marketing   Thompson Rivers University, Kamloops, BC	2023 – 2026
UNDERGRADUATE   Business Foundation   Concordia University, Montreal, QC	2022 – 2023
HIGH SCHOOL DIPLOMA   Accounting & Commerce   ADIS, Abu Dhabi, United Arab Emirates	2018 – 2022

## CREATIVE WORK EXPERIENCE

### Vice President of Multimedia | Enactus TRU | Kamloops, BC

July 2025 – Present

Lead all multimedia, marketing, and digital content initiatives for Enactus TRU, overseeing the creation and execution of media assets for regional and national-level competitions, project presentations, and public-facing platforms. Manage a multimedia team, coordinate cross-project support, and report progress and outcomes to executive leadership.

- **Directed** all multimedia and visual content for Enactus TRU, including competition presentations, promotional materials, and digital assets
- **Collaborated with project leads** to provide multimedia support tailored to individual initiatives
- Delivered **regular progress updates** and **strategic recommendations** to the President and executive team
- Ensured **media content aligned with Enactus brand standards** and competition requirements

### Radio Host | CFBX 92.5FM | Kamloops, BC

January 2025 – April 2025

Hosted a weekly bilingual French music radio show, delivering curated audio content, on-air promotions, and campus announcements to engage a diverse listener audience.

- **Produced** a weekly French music radio show, speaking in both French and English
- Communicated campus announcements and event reminders to **inform and engage the student community**
- Executed **on-air promotions** aligned with station and university communication goals
- Adapted **messaging for diverse audiences** across live broadcast and digital platforms

### Social Media Assistant | Kamloops Film Society | Kamloops, BC

May 2024 – June 2024

Supported the marketing and promotion of a community film festival by leading social media strategy, visual content creation, and on-site media coverage, while coordinating with artists and staff to increase audience engagement and festival reach.

- Led **video and photo coverage** for the festival, capturing events, screenings, and artist engagements.
- Acted as a key point of contact, **communicating with artists, staff, and organizers** throughout the festival.
- Created and executed a **content schedule**, posting almost daily during festival month to maintain high engagement.
- **Designed all promotional materials**, including social media posts, posters, and flyers used across platforms.
- Supported **event organization and on-site coordination**, ensuring smooth execution.
- Increased **social media reach, engagement, and follower count by up to 35%** through consistent posting and targeted promotion.

## PROFESSIONAL WORK EXPERIENCE

### Resident Advisor | Campus Living Centers | Kamloops, BC

Aug 2024 – Present

Served as a student leader within the university residence, overseeing community standards, supporting student development, mediating conflicts, and coordinating initiatives that fostered a safe, inclusive, and engaged living environment.

- Supported a residential community of **75 students** through regular **individual check-ins** focused on well-being and engagement.
- Completed **on-duty tasks responsible for over 600 residents**, responding to incidents, emergencies, and policy concerns.
- **Mediated student conflicts** using de-escalation and problem-solving skills to maintain a positive living environment.
- **Planned and facilitated community events** to promote student connection and involvement.

- Collaborated with Campus Living Centres staff to **uphold residence policies and community standards**.
- Submitted **accurate administrative reports on time**, demonstrating strong organization and time management.

**Community Advisor | Campus Living Centers | Kamloops, BC**

**March 2025 – April 2025**

Promoted based on demonstrated leadership and strong performance as a Residence Advisor. Balanced dual responsibilities while providing peer leadership, creative direction, and operational support within the residence program.

- Supported the **coordination and leadership of a team of 9 Residence Advisors**.
- Managed the **residence's Instagram account**, ensuring engaging and appropriate content.
- Led **creative initiatives**, including bulletin board design, visual theming, and event planning support.
- Acted as a liaison between RAs and the management team to support team communication.

**COMMUNITY ENGAGEMENT**

**Volunteer Leader | Thompson Rivers University | Kamloops, BC**

**March 2025**

Led and coordinated volunteer teams during TRU IDays, ensuring smooth event operations, effective communication, and high attendee engagement through proactive leadership and problem-solving.

**Volunteer | ConUHacks VII | Montreal, QC**

**January 2023**

Supported event operations and participant engagement at ConUHacks VII, ensuring smooth on-site coordination and effective communication with attendees.

**Member | Loyola Campus Residence ELC, Concordia University | Montreal, QC**

**October 2022 – April 2023**

Contributed to Loyola Campus residence life as an Event and Leadership Committee (ELC) member, planning and executing events while managing social media content to boost student engagement.

**Brand Ambassador | Concordia Relay for Life | Montreal, QC**

**October 2022 – April 2023**

Served as Brand Ambassador for Concordia Relay for Life, promoting fundraising initiatives, increasing attendance at multiple events, and driving student engagement through direct outreach and clear public communication.

**Volunteer | Pink Run | Abu Dhabi, United Arab Emirates**

**November 2021**

Volunteered at the 2021 Pink Run on Yas Island, supporting event operations and engaging participants in a large-scale breast cancer awareness initiative.

**Volunteer | TriYas | Abu Dhabi, United Arab Emirates**

**October 2021**

Supported event operations at the TriYAS community triathlon festival, a major Abu Dhabi health, fitness, and endurance event uniting over 1,300 athletes and thousands of spectators, helping ensure smooth logistics and strong participant engagement.

**CERTIFICATIONS**

- Dean's List Winter 2025 (issued May 2025)
- Dean's List Fall 2024 (issued December 2024)
- Dean's List Winter 2024 (issued May 2024)
- Wavemakers Scholarship Winner (issued December 2024)
- First Aid & CPR (issued April 2024)
- TRU LEADership Certificate (issued December 2023)
- BrainSim Business Simulation Competition winner (issued 2021)

**LANGUAGES**

- **English** – Advanced
- **Malayalam** – Advanced
- **Arabic** – Intermediate
- **Hindi** – Intermediate
- **French** – Beginner

**REFERENCES**

References available upon request.