

## BRENDA ROMAN

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### PROFILE

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I am an Industrial Engineer currently pursuing a diploma in **Business Administration** with a major in **Integrated Marketing Communication**. I have six years of work experience in areas such as internal control, planning, sales, and customer service.

I have a strong ability to learn and adapt quickly to changes. Additionally, I have developed leadership skills that allow me to bring out the best in each person I work with. My key strengths include: strong analytical skills and proactive approach to problem-solving demonstrating responsibility and collaboration in team environments.

### PROFESSIONAL EXPERIENCE

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#### **Front of House** (*May 2024 – present*)

##### **Tu Taco** – Calgary, AB Canada

Mexican restaurant providing food and culture located in Kensington neighbourhood NW

- Delivered exceptional customer service, creating a welcoming atmosphere for guests
- Addressed customer needs effectively and assertively to ensure satisfaction
- Maintained a clean, organized environment to enhance the customer experience
- Handled transactions with accuracy, demonstrating strong attention to detail and efficiency
- Supervised restaurant opening and closing procedures, ensuring operational readiness and consistency

#### **Retail Associate** (*Sept 2023 – May 2024*)

##### **Homesense** – Calgary, AB Canada

Canadian retail chain of discount home furnishing stores owned by TJX Companies

- Assisted customers with inquiries, showcasing excellent communication and interpersonal skills
- Delivered exceptional front-line customer service while managing high-volume cashier transactions
- Processed daily merchandise with time management keeping a neat, clean and organized to attract customers
- Suggested improvements for merchandise flow and visual displays, enhancing the store's appeal

#### **Internal Control Coordinator** (*May 2021 – Jul 2023*)

##### **Operaciones AT S.A.C.** – Trujillo, Peru

Peruvian Company dedicated to the administration of sports betting

- Led two teams (18 people): Analysts and CCTV Assistants
- Optimized cross-departmental workflows by proposing and implementing process improvements
- Prepared weekly performance reports and analysis, providing actionable insights to drive operational efficiency
- Represented the department in cross-functional meetings with stakeholders to address challenges
- Consolidated and presented monthly financial and operational results to Accounting for 700+ retail stores

#### **Internal Control Analyst** (*Oct 2018 – Apr 2021*)

##### **Operaciones AT S.A.C.** – Trujillo, Peru

Peruvian Company dedicated to the administration of slot rooms and sport betting.

- Ensured compliance with established procedures, conducting thorough audits of 80 retail stores
- Prepared weekly reports analyzing incidents, cash discrepancies, and performance metrics to identify areas for improvement
- Collaborated with other departments to streamline operations and enhance control systems

### **Commercial Assistant** (Sept 2016 – Nov 2017)

**Cordano Barba S.A.C.** – Trujillo, Peru

La Joya Mining's Logistic operator. Purchase, comminution and sale of gold and polymetallic ore.

- Managed documentation processes, fostering effective communication between suppliers and company
- Prepared daily reports on ore logistics and controlled key operational indicators
- Coordinated and supervised batch shipments to ensure timely and accurate delivery

### **PERSONAL PROJECTS**

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#### **Click, you want it you got it** (Jun 2021 – Jun 2023)

- Operated a small business in Peru, specializing in importing and selling U.S. brands such as GAP, Tommy Hilfiger, and US Polo
- Oversaw the entire supply chain process, including product selection, purchasing, courier coordination, inventory management, sales, and delivery logistics
- Developed and managed social media content to promote products, increase brand visibility, and update product availability
- Maintained direct engagement with customers to facilitate sales and ensure satisfaction

#### **Causa in Canada** (Aug 2023 – Present)

- Run a YouTube channel documenting the immigrant experience, providing insights and guidance for newcomers to Calgary
- Produce and manage social media content related to daily life as immigrants, enhancing audience engagement and community connection
- Utilize video editing skills to create compelling YouTube content, ensuring a professional and engaging viewer experience

### **EDUCATION**

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#### **Industrial Engineering** (Mar 2012 – Dec 2016)

Bachelor degree at Universidad Privada del Norte. Trujillo, Perú

#### **Business Administration – Integrated Marketing Communications** (Sept 2023 – April 2025)

Bow Valley College; Chiu School of Business, Calgary AB, Canada

#### **Mentorship Program** (Sept 2024 – Present)

Rotary Club of Calgary Connect with Bow Valley College

### **CERTIFICATES**

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Inbound Marketing – Hubspot Academy (Dec 2024 – Jan 2027)

Digital Advertising – Hubspot Academy (Jan 2025 – Feb 2026)

### **LANGUAGES**

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English (Advanced)

Spanish (Native)

### **SOFTWARE SKILLS**

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Microsoft Office (Advanced)

Digital Marketing

Content Creation

Video Editing – Filmora

Canva

### **INTERPERSONAL SKILLS**

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Adaptability to new challenges

Leadership

Teamwork

Organization