

SNEHA CHOUDHURY

Marketing & Communications | Business Analysis | Project Coordination

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PROFESSIONAL SUMMARY

Marketing and communications professional with experience in campaign management, market research, data analysis, and reporting across shipping, forestry, and university research settings. Lean Six Sigma White Belt certified, with advanced Excel skills.

KEY ACHIEVEMENTS

- Business growth:** Helped secure **4 vessels** on **5-year** charter contracts, creating long-term recurring revenue.
- Sales impact:** Contributed to an **8%** quarterly sales increase (**USD 1.2M** to **USD 1.3M**) in **3 months**.
- Campaign reach:** Supported communications campaigns that reached **149,000+** people.

SKILLS

Marketing & Communications: Campaign Management, Digital Marketing, Content Creation, Social Media, Email, Google Ads

Business Analysis & Operations: Market Research, Data Analysis, Reporting, Process Improvement, Stakeholder Communication

Tools: Microsoft Office (Word, Excel, PowerPoint), Advanced Excel (Pivot Tables, VLOOKUP), Canva, Percolate

PROFESSIONAL EXPERIENCE

Marketing & Operations Specialist

Apr 2026 – Present

Mermax Ship Management & Marine Services Inc. | Moncton, NB

- Met with **5 shipyards** in the Halifax region to identify export/import opportunities and build a new-business pipeline.
- Plan and execute digital and print marketing campaigns, coordinating timelines and deliverables across channels.
- Analyze competitors, pricing trends, and customer needs to inform business development strategy.
- Coordinate shipment scheduling, documentation, and tracking; report on volumes, delivery performance, and service metrics.
- Represent the company at trade shows and client meetings; resolve client issues with management.

Research Assistant

Jan 2026 – Apr 2026

Human-AI Collaboration Research Lab, University of New Brunswick | Fredericton, NB

- Supported literature reviews, data collection, and analysis; led promotion strategy to raise project visibility.

Communications Student

May 2025 – Aug 2025

Irving Woodlands (J.D. Irving, Limited) | Saint John, NB

- Supported communications campaigns that reached **149,000+** people, increasing brand visibility.
- Managed social media calendars, reaching a **2.59%** average engagement rate on top posts; refined strategy using insights.
- Drafted internal bulletins on safety and sustainability; turned complex forestry data into clear visuals and narratives.

Marketing Intern

Jun 2024 – Sep 2024

Seamax Ship Management LLC | Dubai, UAE

- Helped secure **4 vessels** on **5-year** offshore oil and gas charter contracts, generating recurring revenue.
- Worked with web and marketing teams on initiatives that grew quarterly sales **8% (USD 1.2M to 1.3M)** in **3 months**.
- Created company profiles and client materials; researched industry trends and growth opportunities.

Cashier Supervisor (promoted from Cashier)

Feb 2022 – Apr 2024

Shoppers Drug Mart (Part-time) | Fredericton, NB

- Promoted within **12 months**; supervised, trained, and coached front-store staff to meet customer service targets.
- Handled escalated customer issues and oversaw accurate cash-handling procedures.

EDUCATION

Bachelor of Business Administration (BBA), Marketing and International Business

Sep 2021 – Dec 2025

University of New Brunswick | Fredericton, NB | Dean's List Recipient

CERTIFICATIONS

Lean Six Sigma White Belt (2025) | Advanced Excel (2024) | AI Workshop for Business Students (2026) | Class 5 Driver's Licence

LEADERSHIP & ACTIVITIES

Ted Rogers Management Conference Delegate (2025) | Bank of Canada Governor's Challenge (2024) | Peer Mentor (2022–2023)