

IRENE BAYATI

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Education	UNIVERSITY OF BRITISH COLUMBIA: SAUDER SCHOOL OF BUSINESS	Vancouver, BC
Fall 2023 – Spring 2028	Bachelor of Commerce, Marketing 83.2% Academic Average • Case Competitions: JDC West Entrepreneurship (2nd place school of the year nationally) & Marketing (2nd place nationally); National Strategy Consulting Competition (2nd place nationally)	
Experience	UBC SAUDER SCHOOL OF BUSINESS, BUSINESS CAREER CENTRE	Vancouver, BC
Summer 2026	<u>Project Coordinator, Co-op Team</u> • Achieved 100% adoption of a new evaluation rubric across 400+ Co-op applications by designing and implementing the feature, testing technological feasibility, and iterating through stakeholder feedback before launch. • Doubled Co-op Student Social attendance from 25 to 50, achieved 4.7/5 satisfaction, and delivered the event 33% under budget by interviewing 10+ students to identify barriers to attendance and redesigning the experience around their preferences. • Strengthened candidate differentiation while removing low-value barriers in the Co-op recruitment process by identifying ineffective questions, designing replacements to better assess core competencies and behaviours, and securing approval to implement the process. • Positioned Co-op recruitment to grow applications from 350 to 400 by rebuilding selling materials around stronger data, student priorities, and reasons to believe informed by student research and peer perspectives.	
Winter 2026	PEPSICO CANADA <u>Assistant Marketing Manager Intern, Intense Heat & Flavour Portfolio</u> • Secured approval for a six-figure Year 1 sampling strategy and preferred agency for Doritos Roll'd innovation by developing the target audience and activation strategy, soliciting agency proposals, and unlocking funding through a cross-portfolio partnership. • Equipped sales team to advocate for a key retailer listing for Doritos Roll'd by analyzing NielsenIQ performance across SKUs, channels, and time periods to uncover the opportunity. • Delivered two in-store programs from brief to retailer-ready execution by leading agency timelines, coordinating cross-functional approvals, and providing concise, consumer-focused feedback through multiple creative iterations. • Drove high Sales Strategy buy-in and secured retailer orders for Doritos Roll'd by leading end-to-end development of a Customer Development Playbook and Account Manager Kit.	Mississauga, ON
Summer 2025	KITS EYECARE <u>Partnerships Intern, Growth Team</u> • Scaled daily sales of a SKU from 6 to 39 units by building an influencer partnership strategy informed by PowerBI and Modash analytics, targeting consumers seeking affordable trendiness.	Vancouver, BC
Community	SAUDER JDC WEST	Vancouver, BC
Fall 2024 – Winter 2026	<i>Largest undergraduate business competition in Western Canada</i> <u>Academic Competitor, Entrepreneurship & Marketing</u> • Developed go-to-market recommendations across 29 Entrepreneurship and 25 Marketing cases by evaluating consumer needs, competitive landscapes, product-market fit, and growth opportunities under rapid case timelines.	
Personal	Technical Skills: NielsenIQ, Excel, PowerPoint, Canva, PowerBI, Modash, Microsoft 365 Languages: English (Native), French (Intermediate), Farsi/Persian (Conversational) Interests: Mentorship, Stand-up Comedy, Reading, Snowboarding, Baking, Hiking	