

SUHANA GARG

PROFESSIONAL PROFILE

Final-year Bachelor of Commerce student (Marketing & Information Systems, University of Auckland, graduating November 2026) looking to launch a career in advertising, media, or communications. Experienced in translating stakeholder and audience needs into practical digital solutions, with skills in data analytics, campaign strategy, and cross-functional collaboration using Power BI, Python, and SQL. Curious, detail-focused, and energised by solving real problems for different audiences.

EDUCATION

Bachelor of Commerce — University of Auckland

Expected Graduation: November 2026

Majors: Information Systems & Marketing

Relevant Coursework: Consumer Behaviour, Market Research & Design, Advanced Marketing Strategy, Digital Marketing, Advertising and Branding

Tertiary Foundation Certificate — University of Auckland

Achievement: Top scores in Environment & Society and History

WORK EXPERIENCE

Creative Technologist — University of Auckland

March 2025 – Present

- Facilitated agile delivery and digital innovation workshops for 2,000+ students, applying design thinking to accelerate problem-solving and improve engagement.
- Increased adoption of digital collaboration tools by 50% through structured facilitation and process improvement techniques.
- Conducted structured project reviews to identify risks and surface opportunities for workflow and process improvement.
- Developed training-style guidance to build user confidence and capability with modern digital tools.

Marketing Manager — UOA Maker Club

July 2025 – June 2026

- Developed a data-driven member engagement strategy that improved retention and event participation.
- Implemented performance-tracking dashboards across digital channels to monitor and report on campaign effectiveness.

Marketing & Design Executive — UOA BizTech Society

January 2025 – November 2025

- Designed targeted digital campaigns that increased event participation by 40%.
- Applied user insights and data to enhance member engagement and refine content strategy across digital platforms.

Student Consultant — KiwiHarvest

March 2025 – June 2025

- Analysed operational and social impact data to identify logistics and process improvement opportunities.
- Partnered directly with client stakeholders to gather requirements and understand operational needs.
- Developed stakeholder-ready reports and data-driven insights to support strategic decision-making and improve operational transparency.

Summer Lab Participant — Centre for Innovation & Entrepreneurship

January 2025 – February 2025

- Conducted 90+ stakeholder interviews to validate product-market fit and gather business requirements.
- Analysed business feasibility, sustainability metrics, and financial data to inform strategic recommendations.
- Applied rapid prototyping and iterative feedback loops to refine solutions; won brand pitch competition for innovation and commercial viability.

UniGuide — University of Auckland

February 2025

- Developed a peer engagement strategy that increased event participation by 50%.

Student Guide — Tertiary Foundation Certificate

February 2024

- Delivered IT orientation session, improving onboarding efficiency for new students by 30%.

KEY PROJECTS

Brand & Web Design — Retail Startup (Freelance)

November 2024 – January 2025

- Designed an end-to-end digital customer journey including website experience, brand identity, and content strategy.
- Improved online customer engagement through data-informed UX design decisions and a scalable digital content roadmap.

Digital Product Development — UX & Information Systems Course

July 2024 – November 2024

- Led end-to-end digital solution development: user research, requirements documentation, wireframing, and usability testing.
- Translated stakeholder insights into structured functional specifications aligned with system capabilities.
- Awarded top project grade for analytical depth and strategic problem-solving.

Business Analytics Dashboards — Power BI

2025

- Built interactive dashboards using Microsoft AdventureWorks and WorldWide Importers datasets to support business decision-making.
- Cleaned and transformed business data using Power Query and applied data visualisation best practice to communicate operational insights.

SKILLS

Data Analysis & Reporting (SQL, Python, Power BI, Excel): Built interactive Power BI dashboards using the AdventureWorks and WorldWide Importers datasets, cleaning and transforming data with Power Query to communicate operational insights.

Business Analysis & Requirements Gathering: Conducted 90+ stakeholder interviews at the Centre for Innovation & Entrepreneurship Summer Lab to validate product-market fit and gather business requirements.

Digital Campaign & Content Strategy: Designed targeted digital campaigns as Marketing & Design Executive for UOA BizTech Society, increasing event participation by 40%.

Stakeholder Engagement & Workshop Facilitation: Facilitated agile delivery and design-thinking workshops for 2,000+ students as Creative Technologist, lifting digital tool adoption by 50%.

UX/UI Design & Prototyping: Led end-to-end digital product development — user research, wireframing, and usability testing — for a UX & Information Systems course project, earning the top grade in class.

AI & Automation Tools: Used Claude and ChatGPT (intermediate) to support analysis, drafting, and workflow efficiency across club and personal projects.

Other Tools: Trello, Notion, Figma — used for project tracking, documentation, and design prototyping across club and freelance work.