NINA FOMINA

MARKETING & INTERNATIONAL BUSINESS STUDENT

nnina.fomina@gmail.com | (647) 648-7843 | www.ninafomina.com

EDUCATION

Concordia University – John Molson School of Business **Sept 2024 - Dec 2028** (Expected)
Montréal, QC
Bachelor of Commerce (BComm)
Major in Marketing, Minor in International Business

Humberside Collegiate Institute **Sept 2020 - June 2024**
Toronto, ON
Ontario Secondary School Diploma (OSSD)

WORK EXPERIENCE

Social Media Coordinator & Hostess | Bar Maaya **May 2025 - Sept 2025**
Toronto, ON

- Managed the restaurant's Instagram account, creating and posting content to promote the business and engage with customers.
- Created Instagram stories, reels, and posts to show menu items, promotions, and restaurant events.
- Greeted and seated guests, creating a welcoming first impression in an upscale environment.
- Communicated with restaurant staff during busy hours for smooth service.

Retail Sales & Promotions Associate | Ren's Pets **Dec 2022 - Sept 2024**
Toronto, ON

- Monitored key performance indicators (KPIs) to track sales performance and support store goals.
- Introduced creative product sampling ideas that were implemented as part of the store's promotional activities.
- Designed creative, visually appealing window displays to attract customers.
- Assisted customers in finding the right products, processed sales transactions accurately and ensured the store was well-stocked and organized.

ACADEMIC PROJECTS

International Market Entry Strategy – GURU Energy

Concordia University | COMM 211 | November 2025

- Analyzed the German energy drink market, identifying consumer trends, competitive opportunities, and target demographics.
- Developed a market entry strategy covering exporting, distribution, pricing, and digital marketing.
- Evaluated international trade risks and sustainability considerations to support business expansion recommendations.

Innovation Strategy & Business Development – Student Food Insecurity

Concordia University | COMM 219 | November 2025

- Evaluated innovative business solutions through market research, financial analysis, and student feedback.
- Collaborated on a business proposal for a student-run food co-op, developing recommendations for budgeting, marketing, and implementation.

SKILLS

Marketing: Social Media Management, Content Creation, Visual Merchandising

Business & Analytics: KPI Tracking, Competitive Analysis, Strategic Planning

Technical: Microsoft Excel, PowerPoint, Canva and Adobe Premiere Pro