

# AARON JAMES ARQUERO

(+971) 50 717 9039 • aaronjamesarq@gmail.com • www.aaronjamesarq.com

## EDUCATION

---

**Bachelor of Science in Business Administration major in Finance** • American University of Sharjah

Graduation Year (2023) | GPA: 3.60 | Sharakah Scholarship Award | Chancellor's List Award

**A-Levels** • GEMS Westminster School Sharjah

Graduation Year (2019) | A-Level: A\*AB | UCAS: 144 | GEMS Honours Programme | Student Council President

## PROFESSIONAL EXPERIENCE

---

**Majid Al Futtain Leisure & Entertainment** • E-commerce Analyst Intern 06/2018 – 09/2018

- ▶ Directly handled the relationship management and correspondence with partners that led to a AED 500,000 deal
- ▶ Analyzed Magic Planet sales figures and suggested a new pricing strategy that increased biweekly sales by 100%
- ▶ Exceeded August sales targets by 20% due to the successful ideation and implementation of the American Girl "unbox campaign" and the Magic Planet "back-to-school campaign"
- ▶ Improved conversion rates by 5% by aiding the Magic Planet and Ski Dubai website and app redesign

**Self-Employed Freelancing** • Business Strategy and Branding Consultant 06/2015 – 06/2018

- ▶ Developed and executed online marketing campaigns and visual materials of over 90 clients from 20 countries
- ▶ Conducted thorough competitor analysis of over 10 startups that informed product pricing and positioning
- ▶ Counseled and advised startups on strategic decisions related to branding and market positioning
- ▶ Managed and led several teams consisting of up to 5 people in order to meet client demands

**Finance Executives (AUS Student Organization)** • Marketing and Outreach Director 09/2019 – Present

- ▶ Overhauled online social media strategies and increased engagement by almost 1000%
- ▶ Fostered relationships with third party businesses for partnership and sponsorship deals
- ▶ Managed, trained, and supervised a team of 5 new hires to ensure responsibilities were met

## LEADERSHIP AND VOLUNTEER EXPERIENCE

---

**Student Council President** • GEMS Westminster School Sharjah 09/2017 – 06/2019

- ▶ Supervised and directed the entire student council to serve the over 4,000 students in our school
- ▶ Spearheaded multiple events, programs, policies, and raised a collective AED 20,000 for charity
- ▶ Represented the school in multiple local and international talks, seminars, and competitions
- ▶ Nominated and accepted into the exclusive GEMS Honours Programme 2018 cohort for outstanding leadership

**Residential Assistant and Peer Advisor** • American University of Sharjah 02/2020 – 05/2020

- ▶ Organized and planned 2 events for AUS dorms that housed upwards of 400 students
- ▶ Advised and assisted students when it comes to career development, academic support, or general inquiries

**Marketing Director** • Ground Z 07/2020 – 12/2020

- ▶ Created 6 digestible business and soft-skills related modules intended for disadvantaged youth in the UAE
- ▶ Outlined preliminary digital marketing strategies and built the initial audience base of over 400 students
- ▶ Hosted a panel discussion with the global initiative director of SAP and the global head of GEMS Affordable School