

Otoha Ariki

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Marketing student and restaurant manager with over two years of leadership experience in Toronto's hospitality industry. Strong background in customer service, upselling, and customer engagement, with a proven ability to support customers, resolve issues, and contribute to revenue growth in fast-paced environments.

Experience

Ramen Isshin, Toronto, ON

Manager — *June 2024 – Present*

Assistant Manager — *June 2023 – June 2024*

Server — *October 2021 – June 2023*

- Led a team during high-volume operations and delivered high-quality customer service to ensure smooth service and guest satisfaction.
- Developed and launched new menu items (drinks and seasonal desserts), increasing average spend per customer by approx. \$2.5.
- Created and executed in-store promotional campaigns targeting local demographics, resulting in higher foot traffic and repeat visits.
- Optimized third-party delivery platforms by improving product photos and descriptions, raising online order volume.
- Analyzed customer feedback and in-store behavior to refine offerings, align with preferences, and increase guest satisfaction scores.
- Conducted market research on customer trends and seasonal preferences to guide marketing ideas and operational planning.
- Managed cost calculations and budget integration, analyzing sales reports and expenses to improve profitability and streamline operations.

Education

York University, Toronto, ON

Bachelor of Commerce – Marketing

September 2022 – Expected June 2026

Fieldstone King's College School, Toronto, ON

High School Diploma

September 2020 – June 2022.

Skills

Marketing & Business: Product Development, Campaign Planning, Market Research

Technical: POS System Operations, Visual Merchandising

Leadership: Team Management, Staff Training, Customer Engagement

Languages: English & Japanese (bilingual)

Certificates & Achievements

- Google Digital Marketing & E-commerce Certificate – In Progress
- Competed in the Inter-High School Championships (Swimming), 2019
- First Place, Osaka High School Team Swimming Competition, 2019
- Competed in the National Junior High School Swimming Championships, 2018
- Competed in the Junior Olympics (Swimming), 2016 & 2017