

RAYA REHMAT

Seattle WA | raya.rehmat@gmail.com | 604-655-9260 | www.linkedin.com/in/raya-r-rehmat | www.rehmat.com

EDUCATION

University of Washington - Seattle, WA

Pursuing Bachelor of Arts in Business Administration and Bachelor of Arts in Dance

Dean's List | Sophomore | Expected Graduation: 2028 | Cumulative GPA: 4.0

Relevant Coursework: Introduction to Statistical Methods | Managerial & Financial Accounting | Anatomy for Dance

Lavin Entrepreneurship Program – Seattle, WA | Admission to Cohort 2024

PROFESSIONAL EXPERIENCE

Marketing Intern | Orza - Seattle, WA | Jun 2025 – Sept 2025

- Increased ballet shoe company's social media reach, targeting a 30% growth using brand-aligned campaigns
- Authored blogs based on research about dancer health, raising brand awareness and loyalty

Consultant | UW Business Impact Group, Get Cultured Box - Seattle, WA | Mar 2025 – Jun 2025

- Developed retail-entry plans for Sprouts and Whole Foods, translating market analysis into actionable strategies
- Increased future sales by an expected 20%, with marketing strategies aimed at student and millennial audiences

Consulting Intern | OnCube Solutions – Vancouver, BC | Jun 2024 – Aug 2024

- Designed and developed new website for client (www.yanakcoaching.com), which boosted digital reach
- Developed cohesive visual branding that improved client's online presence and customer accessibility

Co-Founder, Product Developer, and Graphic Designer | The Smarker – Vancouver, BC | Oct 2022 – Aug 2024

- Collaborated on the development of a patent-pending UV-sensing body marker to help reduce skin cancer risks
- Secured early-stage investor interest and won first place in the Young Entrepreneurs Leadership Launchpad national venture competition, demonstrating commercial viability of The Smarker

LEADERSHIP EXPERIENCE

Executive Team, Director of Visual Media | Lavin Entrepreneurship Program, Seattle, WA | Sep 2025 - Present

- Produce digital media campaigns showcasing student impact, aimed at growing program visibility and demand

Youth Advisor | Rideau Hall Foundation Ingenious+, Remote | Mar 2025- Present

- Collaborated with committee to improve program design and outreach content, increasing youth participation

Student Ambassador | Young Entrepreneurs Leadership Launchpad, Vancouver, BC | Sep 2023 - Jun 2024

- Mentored young entrepreneurs in business plan development by supporting 5+ teams with pitch refinement

ACTIVITIES AND HONORS

- **UW Product Space**, Fellowship Member and Consultant (2025 – Present)
- **University of Washington's Aura Dance Company**, Dancer and Choreographer (2024 – Present)
- **Pay It Forward**, Food Service Volunteer (200+ hours, 2018 – Present)
- **UW Women's Entrepreneurial Leadership Program**, Cohort Member (Dec 2024 – Jun 2025)
- **Ismaili Community**, Youth Head of Religious Ceremonies (150 hours, July 2022 – July 2023)
- **Awards:** 2nd Place – UW Lavin Startup Studio | Regional Winner – Ingenious+ Youth Innovation Challenge | 1st Place – Canada Young Entrepreneurs Leadership Launchpad Venture Challenge | Rob Leviton Memorial Bursary

SKILLS

- **Business:** Market Research, Brand Development, Social Media Strategy (Instagram, TikTok, LinkedIn Analytics)
- **Creative & Technical:** Excel, Word, PowerPoint, Adobe Illustrator, Canva, Figma
- **Professional:** Interdisciplinary Teamwork, Public Speaking, Project Planning