

Alisha Parmar

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EDUCATION

University of Calgary, Bachelor of Kinesiology & Bachelor of Commerce in Finance

GPA: 3.9

Expected Convocation: June 2025

EXPERIENCE

Consumer Services Assistant | Vecova

(August 2023 - Present)

- Communicated with consumers via email, phone and in person to address a variety of needs regarding rentals, facility information and program inquiries.
- Enrolled customers into programs, booked internal rooms, utilized P.O.S system and handled cash.

Facility Attendant | Northern Hills Residents Association

(September 2021 - October 2023)

- Booked rentals, registered program participants, managed payments for annual fees and bookings.
- Provided exceptional customer service via phone, email and in person.
- Processed relevant documents to transfer home ownership.

Regional Coordinator and Supervisor | Royal City Soccer Club

(July – August 2018, 2019, 2021, 2022, 2023)

- Instructed youth aged 5-13 in soccer fundamentals within an engaging environment.
- Supervised pool activities, adhering to safety protocols.
- Maintained effective communication with parents and upper management.
- Awarded C.I.T of the year (nationwide) in 2019 and awarded Supervisor of the year (nationwide) in 2021.
- Managed all North Calgary sites in 2022 and 2023, handled logistics, prepped supplies, resolved any on-site situations that occurred, ensured employee development was ongoing.

VOLUNTEERING

Business Team Member | Calgary Racing FSAE

(February 2023 - Present)

- Proactively initiate communication with potential sponsors to foster partnerships.
- Manage the team's diverse social media platforms and website to enhance online presence.
- Design, market, and fulfill merchandise orders to support team funding and branding initiatives.
- Serve as a liaison between multiple technical sub-teams, effectively communicating budget and sponsorship needs of the engineers to the finance team.
- Organize and coordinate events, including the annual unveiling of the car to engage stakeholders and showcase achievements.

ACHIEVEMENTS AND CERTIFICATIONS

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| • Dean's List (2020, 2021, 2022, 2023, 2024) | • Alexander Rutherford Scholarship (2020) |
| • Academic Excellence Entrance scholarship (2020) | • Jason Lang Scholarship (2021) |
| • Pachkowski Business Bursary (2022 & 2023) | • Louise McKinney Scholarship (2022 & 2023) |
| • Hal Kvisle Distinguished Business Leader Bursary (2021) | • Level I First Aid & CPR-C |

SKILLS

Technical Skills: Proficient in Microsoft Suite (Word, Excel, Power BI, Powerpoint), Adobe Photoshop, PerfectMind, Python, HTML, Markdown and R-Studio.

Soft Skills: Leadership, Detail-oriented, Written & Verbal Communication, Task Management, Teamwork, Marketing & Branding, Problem Solving, Adaptability, Innovation
