

Abhay Parekh

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EDUCATION

York University(3.6 GPA)

Public Relation

Toronto

August 2023

Relevant coursework:

- Internal Communications and Change Management
- Reputation Management and Crisis Communication
- Stakeholder Relations and Community Engagement
- Fundamental Public Relation

Skills and Achievements:

- Proficient in written and verbal communication, as evidenced by coursework, presentations, and written assignments, demonstrating effective communication across various mediums.
- Established a robust groundwork in strategic communication, crisis management, and the art of conveying messages purposefully through coursework and experiential projects.
- Gained valuable hands-on experience in composing tailored messages for a wide array of audiences and situations, thereby augmenting adaptability in communication strategies.

Centennial College

Marketing Management(3.3 GPA)

Toronto

September 2022

Relevant coursework:

- Customer Experience Design
- Marketing Brand Management
- Project Management
- Management and Leadership

Skills and Achievements:

- Demonstrated a robust grasp of fundamental marketing principles and strategic methodologies, honed through immersive coursework and hands-on project experiences.
- Fostered a customer-centric ethos within the realm of Customer Experience Design, emphasizing the pivotal role of cultivating positive interactions to enhance overall business satisfaction.
- Attained pragmatic insights into effective project execution and adept time management skills through dedicated engagement with Project Management coursework.

WORK EXPERIENCE

TJX Companies - Winner

Part-Time Sales Associate

Scarborough, ON

October 2021-PRESENT

- Customer Service: Demonstrated excellence in customer service through friendly interactions, addressing inquiries, and ensuring utmost customer satisfaction.
- Organizational Skills: Displayed adeptness in maintaining a meticulously organized warehouse area, meticulously processing daily shipments, and consistently upholding merchandise presentation standards.
- Product Knowledge: Possessed an in-depth comprehension of merchandise items, prices, and brands, allowing for precise customer assistance and well-informed recommendations.
- Problem-Solving: Evidenced a consistent track record of swiftly resolving customer inquiries, proficiently managing refunds and exchanges, and skillfully devising effective solutions to elevate overall customer experience.
- Cash Handling: Exhibited proficiency in managing cash transactions, encompassing the accurate processing of refunds, exchanges, and purchases, while meticulously adhering to company-prescribed guidelines.

Aramark

Toronto, ON

Concession Stand Associate

March 23 to June 23

- Customer Service Excellence: Greet and assist guests courteously, ensuring a positive and memorable guest service experience.
- Inventory Management: Monitoring inventory levels, replenishing food items, and maintaining appropriate stock to meet guest demand.
- Cash Handling and Sales: Operating cash registers, accurately processing transactions, and maintaining cash accuracy.
- Team Collaboration: Work collaboratively with colleagues, fostering a positive team environment to achieve operational goals.

Shree Mogal Maa Developers

Anand, India

Marketing and Sales Associate

12-2020 to 05-2021

- Customer Engagement: Engages with customers effectively, resulting in high sales conversion rates and customer satisfaction.
- Real Estate Industry Knowledge: Developed a comprehensive understanding of the real estate market, including trends, customer preferences, and market dynamics.
- Team Collaboration: Worked collaboratively within a team environment to drive marketing and sales initiatives across multiple ongoing real estate projects.

Achievements:

- Achieved a remarkable 9.3% growth in projected sales revenue for the financial year, showcasing strategic sales planning and execution.
- Led marketing campaigns for two projects, contributing to increased brand visibility and project success.
- Sold all property listings within an expedited 8-month timeframe, demonstrating effective negotiation skills and customer relationship management.

SKILLS & INTERESTS

Skills: Customer Service, Communication (Verbal and Written), Problem-Solving, Time Management, Merchandise Processing, Team Collaboration, Adaptability, Microsoft 365