

REEYA PATEL

Toronto, Ontario · 647-237-3437

reeyap@outlook.com • www.linkedin.com/in/reeyapatel0

EDUCATION

Honours Bachelor of Business Administration – Wilfrid Laurier University

Waterloo, Ontario | Graduation: April 2026

- Planned Concentration in Marketing
- Planned Minor in Communication Studies

Ontario Secondary School Diploma – Hodan Nalayah Secondary School

Vaughan, Ontario | June 2022 | Graduation Average: 93%

- Specialist High School Majors Program in Business
- Sports and entertainment marketing award

PROFESSIONAL EXPERIENCE

Junior Marketing Assistant, Upper Crust

Toronto, Ontario | February 2021 – Present

- Coordinated the company's social media channels, including Instagram and LinkedIn
- Created social media content for current channels by utilizing platforms including Canva and GIMP
- Supported the rationalization of over 300 product changes and deletions

Marketing Clerk Co-op, Fiera Foods

Toronto, Ontario | September 2020 – February 2021

- Worked on and assisted in creating marketing plans for 3 channels and new products
- Performed market research and strategic analysis to understand various trends and new opportunities in the market
- Supported implementation of a health screening questionnaire for all team members at all 4 manufacturing plants

Swimming Instructor, Dafna's Swim Center

Toronto, Ontario | August 2021 – July 2022

- Taught 50+ children of all ages essential swimming skills, techniques, and strokes
- Effectively planned lessons and 3-5 games per class to engage and encourage participation in lessons
- Taught with encouragement and positive reinforcement catered to each child's individual needs

LEADERSHIP EXPERIENCE

Vice President of Marketing, Xlerate Lazaridis

Waterloo, Ontario | May 2023 – Present

- Execute comprehensive management of diverse social media platforms, fostering seamless interdepartmental communication and collaboration with Case, Finance, and Events teams.
- Played a strategic role in ideating and refining podcast concepts, aligning them with pertinent portfolios to enhance importance and engagement with the target audience.

Director of Marketing, Xlerate Lazaridis

Waterloo, Ontario | September 2022 – April 2023

- Supported and executed planned marketing plans for events for first-year business and economic students
- Created social content with ~5000 views promoting competitions, encouraging students to become members

Karate Assistant, Fodushin Martial Arts

Vaughan, Ontario | May 2012 – September 2022

- Assisted in teaching younger students' different karate skills and techniques
- Learned valuable skills including discipline, respect, focus and teamwork through my own training
- Attended classes twice a week for 10 years earning a black belt

Marketing Director, World Action Council

Vaughan, Ontario | September 2019 – June 2022

- Helped organize over 10 events to collect donations for non-profit organizations
- Oversaw the club's social media and promoted new events engaging with students on social media
- Participated in over 5 local volunteer initiatives benefiting the community

ADDITIONAL INFORMATION

- **Skills:** Critical thinking, creativity, proficiency in Canva, attention to detail
- **Certifications:** Customer Service (Alison, 2021), Project Management (Ontario Council for Technology Education, 2020), Water Safety Instructor (Red Cross, 2021)
- **Competitions:** CIBC Capital Markets Case Competition (2023), Xlerate Lazaridis Case Competition (2023), LCT Case Competition semi-finalist (40/265 teams) (2022), Deloitte Case Finalist (13/~200) (2019), DECA Regional Finalist (10/~150) (2018)
- **Languages:** English, Gujarati (speaking)