

# REETU PARIKH

Calgary, AB  
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## WEBSITES, PORTFOLIOS, PROFILES

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- [www.linkedin.com/in/reetu](http://www.linkedin.com/in/reetu)
- <https://reetuparikh45.wixsite.com/reetuparikh>

## PROFESSIONAL SUMMARY

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Highly motivated and dynamic marketing professional with 2 years of experience in digital media planning, and campaign management. Core proficiencies include developing & implementing marketing campaigns, commercial utilization, and channel allocation of social media platforms including Facebook, Instagram, and YouTube. Successfully built media strategies to increase brand awareness, decrease the cost of acquisitions, and drive engagement, traffic, and conversion.

## SKILLS

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|------------------------------------|----------------------------------|
| • Marketing Communication          | • Strong Interpersonal Skills    |
| • Content Creation                 | • Effective Communication Skills |
| • Copywriting                      | • SEM                            |
| • Calm Under Pressure              | • Public Relations               |
| • Website/Landing Page Maintenance | • Detail Oriented                |
| • Adaptability                     | • Lead Generation                |

## WORK HISTORY

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04/2023 to 10/2023

### **Customer Service Advisor** **Concentrix** – London, ON

- Actively listen to understand customer needs, demonstrating empathy while establishing credibility and rapport and using good decision-making skills to provide tailor-fit solutions that are appropriate to the customer situation
- Refer customers, where appropriate, to seek independent financial advice
- Deliver high-quality customer interactions while balancing client outcomes and following compliance requirements
- Effectively utilize my existing and newly trained computer skills across a variety of complex systems
- Maintained 5-minute call time by using strong listening, consultative, and problem-solving abilities and using scripted sequences to address all concerns
- Participated in team meetings and training sessions to stay informed about product updates and changes

10/2021 to 04/2023

### **Supervisor** **Red Swan Pizza** – London, Ontario

- Trained to work in multiple roles as Cashier, Team member, Customer service, and Chef
- Maintaining schedules for the employees
- Maintained supply levels of food for customers to meet their typical demands
- Helped team members in completing day-to-day tasks
- Enforced rules and regulations outlined in the company manual to set forth expectations comprehensibly and consistently
- Maintained clean and well-organized production areas to avoid violations or unnecessary work delays due to hazards or inefficient layouts.
- Implemented safety protocols to minimize workplace accidents and maintain compliance with industry standards
- Applied strong leadership talents and problem-solving skills to maintain team efficiency and organize workflows

- 10/2020 to 10/2021     **Fashion Associate**  
**Walmart** – London, Ontario
- Trained to work in multiple roles as Merchandiser, Team member, and Customer service
  - Maintained up-to-date knowledge of store promotions and highlighted sales to customers
  - Maintained supply levels on counters and shelves in customer areas to meet typical demands
  - Helped customers complete purchases and locate items
  - Helped team members in completing day-to-day tasks such as zoning, recovery, and stocking
- 01/2021 to 04/2021     **Marketing and Communications Intern**  
**Devant** – London, Ontario
- Oversaw day-to-day business operations by fostering deep professional relationships with fellow team members
  - Aided company with making their website SEO-friendly by using WordPress
  - Worked on making the company website more user-friendly
  - Presented and came up with different marketing ideas to help spread awareness for their educational workshops
  - Ensured on-time project completions regularly
  - Developed and nurtured rewarding relationships through active communication and interpersonal skills.
  - Assisted with marketing strategy development to increase public awareness and customer engagement.
- 10/2017 to 05/2019     **Marketing and Communications Specialist**  
**HAS Pvt. Ltd.** – Mumbai, India
- Worked on promoting a new restaurant in Mumbai, India
  - Came up with new and creative ideas for a marketing campaign
  - Built profound connections with customers and aided the restaurant with business
  - Worked closely with the company head office and restaurant managers by catering to their desired needs for the promotion of a new outlet
  - Designed ads and wrote for their social media handles
  - Worked as a customer service manager at the store
  - Created dynamic PowerPoint presentations to support sales and business development
  - Boosted brand awareness by developing and implementing strategic marketing campaigns
- 12/2016 to 05/2017     **Head of Hospitality Department**  
**The Wedding Wale - Event Management Company** – Mumbai, India
- Involved in guest and participation management, crowd control, creating and coordinating schedules and itineraries
  - Worked in tandem with the logistics department ensuring a smooth flow for the event and meeting crises with creative problem-solving.
  - Paid attention to detail while completing assignments.
  - Demonstrated leadership skills in managing projects from concept to completion.
  - Managed time efficiently to complete all tasks within deadlines.
  - Acted as a team leader in group projects, delegating tasks and providing feedback.

## EDUCATION

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- 04/2021     **Post Graduate Diploma: Public Relations - Corporate Communications**  
**Fanshawe College** - London, Ontario
- 04/2020     **Post Graduate Diploma: Marketing Management**  
**Fanshawe College** - London, Ontario
- 05/2019     **Master of Arts: Entertainment Media and Advertising**  
**Usha Pravin Gandhi College of Management** - Mumbai, India
- 05/2017     **Bachelor of Arts: Mass Media (Advertising)**  
**B.L Amlani College of Commerce and Economics** - Mumbai, India