

# 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

### Centennial College

Marketing Management (3.3 GPA)

Toronto

September 2022

*Relevant coursework:*

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

### Gujarat Technology University

Bachelors of Engineering in Computer (3.3 GPA)

Anand, India

May 2020

*Relevant coursework:*

- Programming for Problem Solving
- Web Designing
- Project Management
- Calculus

## WORK EXPERIENCE

### TJX Companies - Winner, HomeSense, Marshall

Full-Time Sales Associate

Scarborough, ON

October 2021-PRESENT

- Training and Development: Implemented effective training programs, enhancing team performance for new associates.
- Cash Handling Proficiency: Managed cash transactions with precision, implementing process improvements for increased efficiency.
- Exceptional Customer Service: Addressed inquiries with a friendly and solution-oriented approach, receiving commendations for exceeding satisfaction.
- Organizational Skills: Maintained a meticulously organized warehouse, ensuring seamless daily shipments and high merchandise presentation standards.
- Sales Impact and Collaboration: Contributed to achieving a store sales figure of \$23+ million, collaborating effectively with team members and other departments.

### Aramark

Concession Stand Associate

Toronto, ON

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**  
*Marketing and Sales Associate*

**Anand, India**  
*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**

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Customer Service, Communication (Verbal and Written), Microsoft 365, Editing, Marketing Campaign, Strategic Communication, Research