

REEYA PATEL

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EDUCATION

Honours Bachelor of Business Administration – Wilfrid Laurier University

Waterloo, Ontario | Graduation: April 2026

- Minor in Communication Studies.

PROFESSIONAL EXPERIENCE

Accounts Payable Summer Intern, Pet Valu

Toronto, Ontario | May 2024 – August 2024

- Work with the accounts payable team, utilizing Microsoft Excel and Dynamics NAV to complete various accounting practices.
- Processed invoices, purchase orders, and credit memos, ensuring data accuracy while maintaining AP documentation.
- Managed accounts payable and vendor cheque processing, including documentation, distribution, and interdepartmental communication.
- Assisted in month-end processes by reconciling vendor statements and correcting discrepancies in journal entries.

Junior Marketing Assistant, Upper Crust

Toronto, Ontario | September 2020 – Present

- Spearheaded social media marketing initiatives on Instagram and LinkedIn, leading to a 25% increase in engagement.
- Created visually compelling content using Canva and GIMP, enhancing brand visibility.
- Conducted competitive market research, driving product launch strategies of new products.
- Streamlined the implementation of health screening across four manufacturing plants, impacting the safety of over 300 employees.

Swimming Instructor, Dafna's Swim Center

Toronto, Ontario | August 2021 – July 2022

- Delivered customized lessons to 50+ students, improving skill retention and fostering a positive learning environment.
- Planned and executed interactive lessons with 3-5 activities, enhancing class engagement.
- Ensured student safety through diligent supervision, and provided individual coaching tailored to each child's needs.

LEADERSHIP EXPERIENCE

Director of Merchandise, Lazaridis Students' Society

Waterloo, Ontario | May 2024 – Present

- Manage end-to-end merchandise process, including costing, pricing, ordering, and sales execution both online and during physical events, optimizing efficiency and profitability.
- Establish relationships with key stakeholders including the School of Business & Economics administration and clothing suppliers, enhancing brand presence.

Vice President of Marketing, Laurier Marketing Association

Waterloo, Ontario | May 2024 – Present

- Effectively mentor and manage a team of 5 in strategizing and executing multi-platform marketing campaigns.
- Communicate an inspiring vision and creative brand image for LMA.

Vice President of Select Mentorship, Xlerate Lazaridis

Waterloo, Ontario | May 2024 – Present.

- Design and implement a comprehensive mentor training program and processes for effective mentor-mentee matching
- Establish a system for tracking and monitoring mentor-mentee progress, while managing program communications and social media initiatives.
- Provide ongoing support to mentors, including regular check-ins and resources, and supervise a team of Mentor Team Leads.
- Progressed from Director of Marketing to Vice President of Marketing, overseeing diverse social media platforms and collaborating with Case, Finance, and Events teams. Created engaging content with ~5000 views, refined podcast concepts, and executed marketing plans for events targeting first-year business and economics students.

Karate Assistant, Fodushin Martial Arts

Vaughan, Ontario | May 2012 – September 2023

- 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.

ADDITIONAL INFORMATION

- **Skills:** Critical thinking, Creativity, Proficiency in Canva, Attention to detail, Communication, Organization, Analysis
- **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)