

PARTH PAREKH

• +353 833680429 • parthparekh1803@gmail.com • linkedin.com/in/parthparekh1803 • Dublin, Ireland •

WORK EXPERIENCE

Trip Representative

(10/2018 – 12/2018)

Next Adventures (NA) – Dublin (Industry: Travel, Leisure and Tourism)

- Lead trips with 50+ students on every trip to different locations in Ireland and handled logistics
- Interacted with students to ensure that they enjoy the experience and choose to keep joining NA for future trips

Affiliate Marketing and Partnerships Associate

(2017 – 2018)

Endurance International Group (EIG) – Mumbai (Industry: Web Hosting, Cloud, Internet, Technology)

- Achieved over 300% RoAS through implementing new ideas and optimizing the affiliate channel as a SPOC
- Handled budget over thousands of euros as a fresher and negotiated media buy costs, saving few more thousands
- Assessed and vetted business opportunities and partnered with 100+ partners to drive high annual revenues
- Worked with the Marketing Manager to plan budget, forecast ROI and activity for all local and international partners
- Produced high-level detailed reports for executive managers, highlighting strengths & opportunities for the channel

EDUCATION

MSc. Marketing - Dublin Business School (DBS)

(09/2019)

B. E. Electronics and Telecommunication - Dwarkadas J. Sanghvi College of Engineering (DJSCE)

(2017)

Certificate in Business Management - NMIMS Global Access School

(2017)

POSITIONS OF RESPONSIBILITY

Treasurer and Sergeant-At-Arms, Rotaract Club of Bombay Film City (RCBF) - Mumbai

(2016 - 2017)

Elected for two core positions; mentored, monitored and evaluated the Board of Directors and club members

Student Ambassador and Digital Media Manager, Indian Development Foundation (IDF) – Mumbai

(2013 - 2016)

Recruited and lead a team of 200+ students in IDF – Mumbai Chapter to strategize an outreach programme for educating the under privileged children

Marketing, International Service and Public Relations Director, (RCBF) - Mumbai

(2015 - 2016)

Served in the Board of Directors to ensure the progress of the club by corporate and social tie-ups along with setting international footprints through joint ventures with 250+ Rotaract Clubs worldwide

AWARDS AND HONOURS

Best Director, Rotaract Club of Bombay Film City (RCBF)

(2016)

Best Project 'Doordarshan – The Boundless Panorama', RCBF and RID (Rotary International District) 3140

(2016)

Gold Award for Most Outstanding International Service Project 'Sojourn', Sri Lanka and Maldives, RID 3220

(2016)

PROJECTS

Skore Fashionista

(2015)

Organized India's First Condom Couture Fashion Show to eradicate the stigma associated with the word 'Condom' and raise the awareness of AIDS amongst youth and adults

SKILLS AND INTERESTS

Certifications: Online Marketing Fundamentals and Digital Unlocked – Google, Capital Markets – Goodlife Education

Knowledge: Branding, Advertising, Engagement, Strategy – Google Primer, Google Analytics and AdWords (Basic)

Soft Skills: Goal-oriented, analytical thinking, proactive, multi-tasking, fluent in communication, team player

Languages: English, Hindi, Gujarati, Marathi, French (Basic)

Interests: Dancing, hiking, travelling, solving puzzles, sports, volunteering

|| References available on request | Available for internship from April 2019 onwards ||