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# Mosam Parikh

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## Resume

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Digital Marketing | Client Relations  
BSc. Accounting, New York  
Institute of Technology

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“All our dreams can come true, if  
we have the courage to pursue  
them.” – Walt Disney

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# Mosam Parikh

25 Yogashram Society | Ambawadi Ahmedabad 380007 | 7567144275 | mosam.r.parikh@gmail.com

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## Objective:

- Team Collaboration & Communication specialist with over 7+ Years of experience
- Spearheading international client relationship for over 7 years
- Passionate leader with finely honed skills in team building & management
- Enthusiastic learner/practitioner of leadership and management over 7 years

## Education:

**POST GRADUATE DIPLOMA IN DIGITAL MARKETING, MICA**

**Currently Pursuing**

**NEW YORK INSTITUTE OF TECHNOLOGY, Old Westbury, NY**  
**Bachelor of Science in Accounting (CPA Track)**

**May 2009**

**Honors:** 3.96 GPA  
NYIT Scholarship Award  
Presidential Honors List  
The Golden Key International Honors Society  
Delta Mu Delta International Business Honors Society

**Awards:** Financial Executives International Scholar  
Academic Achievement Award in Accounting  
Excellence in Accounting Award  
Delta Mu Delta Scholar Award  
New York CPA Society Award  
Outstanding Academic Achievements and Involvement

## Skills:

**Professional:** Oracle Financials, Hyperion System, Essbase (Trained by Canon USA);  
Microsoft Word, Excel and PowerPoint  
Social Media Management Tools like Co-schedule and Social Pilot  
Google Analytics  
SEO Tools like AHREFs, UberSuggest, Google Search Console  
Basic knowledge of Graphic Design and Web Designing (Worked with WP, Wix, Squarespace)

**Language:** English (American English Communication), Hindi, Gujarati

## Experience:

**CORPORATE TRAINER / MOTIVATIONAL SPEAKER**

**Freelancer**

Conducting all types of motivational and educational corporate trainings for Team Building and Leadership

**PACIFIC GLOBAL SOLUTIONS LTD., Ahmedabad, India**

**April 2019 to Present**

Digital Marketing Manager

- PGSL is an Accounting KPO serving companies in USA and under the process of expansion to other countries
- Leading the Digital Marketing Team of 8 Members currently including Graphic Designers, Website Designers, Content Writers and SEO Executives
- Coordination with internal departments for the internal marketing needs of the company
- Working with U.S. clients for Digital Marketing and Website development
- Maintaining great relations with clients and ensure smooth working process

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- Leading the team with any creative work - New website or Landing page development, developing great SEO strategies, monitoring timely posting on Social Media platforms
- Creating budget and running Paid Ad Campaigns on Social Media and Google
- Running email campaigns through Mailchimp and creating appropriate taglines for the same
- Monitoring and analyzing the growth for each company on Digital Platforms and developing strategies to generate more leads
- Mentoring the team for efficient outputs
- Currently managing 48 Social Media platforms along with other marketing collateral creation and email marketing
- Content creation for Websites, Social Media and writing as well as reviewing blogs
- Ideation and execution of campaigns and strategies
- Conducting Webinars for our inhouse software product
- Responsible for Software product marketing and Software Demos
- Have been involved with end to end website development projects in WordPress and SquareSpace - Starting with client information or requirement gathering, to getting the HTML designs done, approvals, content organization and final output
- Providing corporate training sessions to the in house employees

### **SOHO IL FORNO, Ahmedabad, India**

**May 2016 to November 2018**

Social Media Marketing Manager

- Responsible for all the social media marketing for the restaurant
- Worked with freelancers and designers to get the creatives done and post them on Social Media
- Worked on event planning and campaigns for the restaurant
- Well versed with effective content marketing
- Running social media ads and creating and distributing flyers to promote events

### **CANON USA INC., Melville, NY**

**December 2009 to January 2014**

Specialist, Budget and Admin, Business Imaging Solutions Group

- Responsibilities included creating Daily sales report, Weekly Sales Forecast, Checking and creating quarterly Accruals, Invoice checking, Actual Vs. Budget checking process, Budget checking and administration, working with Systems – Oracle Financials/ Hyperion/ S21, Training and helping BISG members with any changes or upgrades in the systems, worked on various projects related to Chart of Accounts and New System Development
- Created reports and presentations for higher management to analyze the monthly variances and budgets
- Responsible for analyzing budget and expenses for Canon National Accounts, Special Accounts and Government Sales channels
- Worked with Canon Subsidiaries to facilitate the monthly consolidation process
- Worked closely with the Corp Accounting Division and different BISG Product Divisions to maintain harmony in the regular processes

### **NEW YORK INSTITUTE OF TECHNOLOGY, Old Westbury, NY**

**Spring 2009**

Internship, Accounting Research

- Worked as a student intern to assist Professors of the accounting department in the research of FASB 157 (mark to market rule)
- The research paper was about the role of FASB 157 in creating the financial crisis
- My responsibility as an intern was to collect data, do literature survey and help my Professors to find information they need

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### BECKERS CPA REVIEW COURSES

Spring 2009

Campus Representative

- Responsible for organizing CPA Review seminars in New York Institute of Technology and gathering accounting major students
- Spreading awareness about the CPA test and distributing Becker's promotional materials

### NEW YORK INSTITUTE OF TECHNOLOGY, Old Westbury, NY

Fall 2008

Journalist, The Campus Slate

- Contributed as a student writer for the college newspaper

## Academic Projects:

### THE BROADRIDGE CHALLENGE

- Participated in the Broadridge Challenge; a class organized by the Broadridge Financial Solutions Inc. to come up with ideas for the growth of the company
- Worked on a M&A Project for Broadridge Financials

### A DAY ON WALL STREET

- Participated in 'A Day on Wall Street' organized by the NYIT School of Management – visit to the FRB of New York, NYSE and meeting high profile NYIT Alumni

### THE LAW CLUB

- Member of the Law Club at NYIT

## Activities:

### VOICE OVER ARTIST

January 2019 to Present

Freelancer

- Recording dialogues for media companies as per their requirements

### THE DRUM CIRCLE, Ahmedabad, India

January 2019 to December 2020

Co-Facilitator, Team Member

- The Drum Circle is a group where a group of people get together for drumming. This could be done as a corporate Team building activity or just as a Celebration drum circle
- As a co-facilitator, my responsibilities include helping the Founder/Facilitator to set up and organize the Drum Circle; this also includes drumming while the session is going on
- This is a part-time activity taken up as a hobby and passion for drumming

References and transcripts available upon request