

# SUSAN SINGH: DEVELOPING HER MARKETING STRATEGY

## JOB POSTING: Staff Accountant, ABC Accounting

Gain exposure to professionals and insight into prevalent business practices

Contribute to the service of our clients by carrying out procedures of a consultative nature

### Qualifications

- Graduating with an Business Degree
- Intention to pursue CPA designation with prerequisite courses completed by start date
- Client service focused and demonstrated ability to strive to exceed customer’s needs while showing commitment to the firm’s corporate vision and objectives
- Effective communicator who presents ideas clearly, both verbal and written, and able to adapt communication to different clientele
- Excellent interpersonal relations and demonstrated ability to work with others effectively in a team environment
- Proven analytical skills and demonstrated creativity

### COMPANY INFORMATION:

ABC Accounting is ranked as one of the 35 Best Companies to work for in Canada and a place where we focus on helping people excel. ABC Accounting is one of the top professional services firms in the world offering a full range of assurance and advisory, financial advisory, taxation information, as well as technology and performance solutions services. In Canada, the firm employs more than 5,700 highly qualified people including 525 partners and nearly 3,800 professionals. Operating coast to coast, ABC Accounting has offices in fifty Canadian cities. ABC Accounting is committed to a team - based client service -Advancement & Retention of Talented People (ART) initiative. The beliefs of outstanding value to clients, commitment to each other, integrity and strength from cultural diversity form the roots of ABC’s culture and guides ABC’s behaviour.

	Skills & Experiences Sought by Employer	Susan Singh’s Experiences
<b>CREATING HER MATCH:</b> 3-5 key skills that Susan has and the employer wants. Her ISA examples also illustrate the cultural diversity that is important to the company	CPA as goal	B. Comm in Accounting, relevant financial courses, 3.3 GPA, Payroll Clerk job (observed and applied Accounting concepts), ISA (budget planning and tracking)
	Communication (verbal and written) Client-service focused	ISA (class presentations, in-person marketing), Athletes World (surpass monthly sales goals, deal with a wide variety of customers)
	Interpersonal/Team skills	ISA (coordinate 20 students to plan events), GlaxoSmithKline (liaise across department to get data), UTM and marketing class projects
	Creativity/new ideas/approaches/solutions	ISA (developed 3 new cultural events), marketing projects (use of web clippings to demo concepts)
	Analytical skills	Accounting & Finance grades, case studies, course projects, GlaxoSmithKline (data analy-

