

Reema Parekh

SAP Success Factors Consultant – Employer Branding, Talent Acquisition, & Onboarding

✉ surve.reema@gmail.com ☎ (+1) 672-338-0716 📍 Toronto in [LinkedIn](#)

SKILLS

- **SuccessFactors Recruiting Module:** Configured job requisition templates, candidate pipelines, workflows.
- **HRIS System Implementation:** Configured SuccessFactors modules from blueprinting to deployment plan.
- **SuccessFactors Report Center:** Developed ad hoc, standard reports using Report Center and reporting.
- **Onboarding Module Setup:** Implemented digital onboarding programs, compliance forms, welcome portals.
- **Business Workflow Setup:** Designed SuccessFactors workflows, routing maps, and email notification triggers.

WORK EXPERIENCE

Virtual HR Intern

GAOTek Inc.

May 2025 – August 2025

Ontario

- Filtered candidate data, configured evaluation forms in SAP SuccessFactors, and scheduled interview workflows, enhancing process accuracy, reducing cycle time by 25% using rule based triggers and module specific validations.
- Managed SAP-based onboarding modules, uploaded orientation materials, and configured digital workflows, increasing readiness by 27% and assimilation tracking by 22% through role mapping, compliance rule integration.
- Overhauled personnel records within SAP HCM, enforced data accuracy protocols, ran audit simulations, boosting system integrity by 100% through automated checks, validation rules, and secure document upload templates.
- Monitored applicant pipelines using SAP SuccessFactors Recruiting, triggered communication workflows, logged weekly updates, response rate by 31% through integration of templates, activity logging, & workflow assignments.

Research Assistant

University Canada West (UCW)

October 2023 – October 2024

British Columbia

- Built a structured SAP data repository for tracking 100+ funding inputs, improving retrieval speed by 35% overall through custom table creation, logical indexing, and data segmentation for internal reporting purposes.
- Leveraged SAP CRM to map 50+ institutional partners, refining external stakeholder categorization and accelerating project timelines by 20% through interaction tracking, partner profiling, lead source analysis modules.
- Processed sensitive HR records in SAP HCM, ensuring 100% compliance via authorization roles, data encryption settings, retention policies, and automated archiving workflows aligned with privacy and audit standards.
- Created 12 monthly SAP BI reports detailing funding pipeline status, enabling 24% overall faster decision-making across teams through conditional formatting, scheduled distribution, and cross-functional data view generation.

Head of Department

S.S. Agrawal Education Foundation

April 2021 – February 2023

India

- Designed and rolled out SAP HCM and Organizational Management content in eight functional modules, improving learning outcomes, user training by 15% using performance rubrics & role specific assessment formats.
- Configured five interdepartmental workflows in SAP SuccessFactors Learning, expanding curriculum delivery by 22% and usage metrics through shared resource linking, catalog level planning, training access configuration.
- Managed 12 faculty profiles in SAP SuccessFactors PMGM, improving department review accuracy by 20% through form customization, KRA tracking, calibration tools, and cycle-specific performance data analysis.
- Revised HR course content to align with SAP learning certification standards, increasing graduate placement by 18% via system-based scenarios, configuration assignments, and employer feedback integration mechanisms.

Assistant Professor

S.S. Agrawal College of Commerce and Management

February 2010 – March 2021

India

- Executed SAP HCM and OB training modules using blended formats, achieving 92% learner retention by applying feedback tools & analytics driven instructional adjustments across multi tier e-learning delivery workflows.
- Supervised 30+ SAP-aligned research theses with eight award-winning submissions, applying data governance standards, mentoring frameworks, and outcome mapping tools for accurate tracking of functional design impact.
- Presented 20+ SAP-related case studies and seminars, increasing organizational visibility by 35% via evidence supported configuration examples, implementation outcomes, modular integration insights relevant to functional.
- Trained 200+ SAP learners across academic cycles with 92% completion rates and 16 SAP-focused research projects, improving delivery efficiency and institutional certification output across technical environments.

PROJECTS

Human Resource Project Partner

October 2023 – December 2023

Movement Centre of Manitoba

Manitoba

- Developed structured onboarding workflows and resource matrices that enhanced process efficiency by 30% overall, improving candidate tracking, job requisition closure, and interdepartmental communication alignment.
- Built detailed recruitment budget plans and allocated tools for 4 HR programs, improving tool usage efficiency by 21% overall and streamlining resource requests through cost estimates and vendor alignment protocols.
- Structured KPI dashboards monitoring ATS performance candidate metrics, improving accuracy by 28% pipelines.

Project Coordinator

June 2022 – February 2023

UBA (Unnat Bharat Abhiyan), Ministry of HRD

India

- Coordinated rural survey teams and field study logistics, enabling end-to-end workflows and improving decision making capacity by 31% overall and across structured development phases and analytical frameworks.
- Directed comprehensive survey tool design and data verification checks across 5 regions, enhancing dataset consistency by 19%, reducing data cleaning time through checklist based responses and entry validation routines.
- Unified reporting formats, created scalable templates, analysis accuracy by 26% through structured frameworks.

Field Investigator (Research Project)

June 2020 – June 2021

Durham University

United Kingdom

- Screened qualified study participants and maintained strict inclusion criteria, improving research sampling accuracy by 10% through statistical verification, ethical compliance alignment, demographic distribution controls.
- Coordinated with academic teams across 3 institutions, completing project milestones 15% overall ahead of schedule by synchronizing interviews, transcripts, and coded records through shared tracking templates.
- Compiled encrypted research files, documented compliance protocols, improving data retention accuracy by 14%.

Field Investigator (Research Project)

August 2020 – October 2020

Indian Council of Social Science Research (ICSSR)

India

- Deployed surveys and validated sampling strategies across regional clusters, increasing representation by 10% and optimizing collection cycles through predictive targeting and stratified participant segmentation methods.
- Delivered weekly data acquisition updates and completion reports, improving field coordination efficiency by 16% through Excel dashboards, checklist updates, and structured communications with 5+ project administrators.
- Translated 1,200+ raw inputs into actionable statistical summaries using Excel dashboards, and pivot tables.

Human Resources Intern

January 2009 – March 2009

Larsen & Toubro, Heavy Engineering

India

- Architected HRD survey formats and conducted employee wellness diagnostics, enhancing insight accuracy by 18% overall and contributing to long-term strategic human capital planning and workforce policy alignment.
- Gathered and analyzed engagement feedback from 75+ staff, identifying trends that shaped 3 HRD initiatives and reduced employee attrition forecasts by 12% overall via adjusted wellness planning and response patterns.
- Extracted and analyzed staff engagement data using HR scorecards, improving evaluation accuracy by 22%.

EDUCATION

Master of Business Administration (MBA)

University Canada West, Vancouver

Doctor of Philosophy (PhD)

Veer Narmad South Gujarat University (VNSGU), India

Master of Philosophy (M.Phil.)

Veer Narmad South Gujarat University (VNSGU), India

Master of Human Resource Development

Department of HRD, Veer Narmad South Gujarat University (VNSGU), India

CERTIFICATIONS

- Certified LinkedIn Recruiter & Research Ethics Certification
- Certified Workday HCM Specialist & Microsoft Office Specialist
- Certified Digital Marketing Associate
- Published 8 peer-reviewed research papers
- Published academic book on Organizational Behaviour (ISBN assigned)