

Rafah Masood

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EDUCATION

Sheridan College

Present

Honours Bachelor of Business Administration — Accounting Specialization

- Teaching Assistant: Introductory Accounting, Business Calculus and Linear Algebra
- Example Courses: Managerial Accounting, Business Statistics, Adv. Corporate Finance, Auditing and Taxes
- Relevant Skills: Intuit Quickbooks, Microsoft Office (Excel, Word, Outlook), SAP ERP System, Project Management (Agile, Milestone Map, Team Charter, Scrum, WBS, Risk Management, Procurement, etc.)
- Other Skills: Customer Experience, Digital Literacy, Account Management, Interpersonal Communication, Standards Compliance, Canva, Video Editing, etc.

EXPERIENCE

Technical Head Coach | Toronto United FC Academy

Mar. 2018 – Present

- Mentor to group of eight coaches while lead coaching three competitive teams.
- Developed and supervised session plans for five weekly training sessions which was used for 380 players
- *Increased player retention rate by 23% within the first three seasons and one team had an undefeated season*

Purchasing Analyst Internship

May. 2023 – Aug. 2023

Chartwell Retirement Residences

- Spearheaded strategic procurement initiatives while navigating tight budget constraints to ensure acquisitions met both organizational goals and financial targets
- Successfully negotiated favorable terms with customers & vendors increasing customer satisfaction by 37%
- Conduct through compliance checks, audit checks, advanced tracking mechanisms in YardiONE ERP system to ensure continuous improvement and streamlined the entire process into a framework for our department
- Applied data analysis and market research to make informed decisions on product selection, pricing, and sponsors

Director of Finance

Oct. 2018 – April. 2021

Sheridan Accounting Student Association

- Perform book-keeping, budgeting, allocation of funds, and financial planning for future events
- Utilized technologies such as Excel, Intuit Quickbooks, SAP software to optimize annual budget
- *Decreased club expenses by 17% and increased community event participation 3x more than the previous year*

Customer Liason Lead | Sbarro

Jan. 2019 – May. 2020

- Engaged directly with customers to understand preferences, tailoring offerings to better meet their needs
- Established arrangement strategies to garner more sales in items with lower demand
- *Increased the purchase percentage (combo vs non-combo) of combo meals by 31% due to implemented strategies*

Operations and Finance Intern

April. 2018 – March. 2019

Erin Mills Soccer Club

- Perform budgeting and financial planning for inventory, allocation of field funds, and uniform order lists
- Employed Excel and Intuit Quickbooks to fulfill payments, payroll, and invoicing tasks
- *Decreased expenses for the year by 21% while also increasing revenue by 8%*

Financial Ambassador

Sept. 2018 – Jan. 2019

CPA Ontario

- Analyzed needs, negotiated sponsorship and presented at five special events featuring industry speakers
- *Increased level of Finance student's sign up rate by 20% more than the previous years*

ACHIEVEMENTS AND AWARDS

Placed 2nd at Deca Case Competition out of 1200 people

Highest Grade Achieved in Business Calculus and Algebra out of 270 students

Competitive Program - Outstanding Coach of the Year (2022)

Recreational Program - Coach of the Year (2020)