

Tresha Sivanesanathan

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WORK & ACADEMIC EXPERIENCE

Store Clerk

Scarborough Supermarket - Scarborough, ON

Sept. 2021 – Present

- Assisted customers with purchases, operated cash register, and ensured a friendly, efficient checkout experience
- Restocked shelves, maintained store cleanliness, and monitored inventory to support smooth daily operations

Outbound Sales Representative

SP Data Digital - Toronto, ON

Jul. 2021 – Sep 2023

- Reached out to 120+ customers weekly, securing 60+ successful sales and renewals for communication service packages while maintaining full regulatory compliance with industry standards
- Achieved an average conversion rate of 15%, consistently exceeding weekly and monthly sales targets
- Maintained a customer satisfaction rating of 95%+, recognized for professionalism, empathy, and product knowledge
- Managed 90+ outbound calls daily, effectively communicating product benefits and handling objections with confidence

COVID-19 Vaccine Appointment Setter

SP Data Digital - Toronto, ON

Jun. 2021 – Jul 2021

- Registered more than 100 citizens of British Columbia into the provincial vaccine booking tool and booked vaccine appointments for Dose 1 & 2 while resolving questions on the vaccination guidelines; supported with escalated calls requiring mental health support
- Delivered prompt, professional responses to high-volume inbound customer calls; adapted quickly during paid training to apply new knowledge in live customer interactions.
- Ranked in the top 10% of team performers for outbound productivity during the COVID-19 pandemic

Marketing Strategist

Student Health Education Centre – Hamilton, ON

April 2023 – Aug 2025

- Oversaw the planning and execution of client email strategies, aligning campaigns with business goals and
- Contributed to a 25% increase in campaign revenue by identifying upselling opportunities and matching customers with tailored plans
- Advised clients on best practices for email marketing, helping them define success metrics & track performance
- Partnered with designers to create visually appealing templates, reviewing content to ensure brand alignment
- Designed and executed email campaigns and automated workflows to engage and nurture client audiences

Marketing Intern

Think Pacific – Leeds, UK

Dec. 2021 – March 2022

- Spearheaded Nurux's Safe Contraceptive Use social media campaign in partnership with the Fijian Government and NGOs to target the United Nations Sustainable Development Goals and Fiji's National Development Plan
- Developed content with Adobe Lightroom and Illustrator software & increased engagement by 110% on Instagram

Private Tutor

Self-Employed – Markham, ON

Jan. 2018 – March 2022

- Developed strategic study plans catered to each student of ages 4 to 17 for subjects ranging from Mathematics, Science (Chemistry, Physics and Biology), English, Geography, and History
- Taught in a virtual classroom setting with group sessions consisting of 10 students and created individual personalized lesson plans for each student

Accounting Clerk

MP Accounting Finance Services - Scarborough, ON

Aug. 2020

- Answered telephone and email inquiries, maintained databases, organized filing system and restocked office supplies as needed
- Consistently exceeded sales targets through effective cross-selling strategies & recognized for exceeding benchmarks in sales conversion and customer satisfaction
- Processed invoices, reconciled accounts, and maintained accurate financial records to support efficient accounting operations

WORK EXPERIENCE

Research Team Lead | *Previously: Reading Rocks Tutor*

Centre for Diverse Learners - Hamilton, ON

Sept. 2022 – Aug 2025

- Awarded "Dr. Ronald V. Joyce "Amazing" Grace Award for exceptional contribution as a tutor for elementary school students with learning disabilities in the Hamilton region
- Steered a scoping review on the effective teaching practices and reading strategies for students of neurodiverse backgrounds with a manuscript in preparation for publication

Evidence Synthesis Team Member

McMaster Health Forum – Hamilton, ON

Sept 2024 – Aug 2025

- Responsible for synthesizing current available evidence for Health Forum partners (ie. Public Health Agency of Canada, & Canadian Medical Association)
- Built strong customer rapport by providing tailored solutions and exceptional service to compile up-to-date information on the current evidence

Database Oversight & Senior Office Lead | *Previously: Junior Office Lead*

McMaster Health Forum – Hamilton, ON

May 2022 – Aug 2025

- Appointed oversight lead for the Social Systems Evidence (SSE) database and training staff into new online interface and responsible for quality checks within the database
- Attended stakeholder dialogues regarding evidence-informed policy-making on health human resources crisis

Volunteer Clinic Assistant & Weight Management Club Lead

Curnew Medical Profession Corporation - Hamilton, ON

Sep 2021 – Aug 2025

- Served more than 150 hours at the clinic conducting calls and in-person consultations in a high volume clinic with patients to collect patient information
- Host webinars for patients on medical jargon and health diseases including anemia deficiency & family history
- Contributed as a newsletter writer to increase accessibility to evidence-based research on weight management
- Collect patient vitals and analyze results from an echocardiogram, electrocardiogram, and cardiac stress tests

Speaker's Bureau Member

Plan International - Toronto, ON

Jun. 2021 – Oct. 2021

- Presented on a platform for young people around Canada while advocating for prevalent global concerns and developing storytelling and presentation skills in a series of online seminars to promote education inequity
- Attended seminars with G20/G7 speakers, Plan International representatives and upcoming workshops on tangible skills for advocating for social change

Full-Voting Delegate

McMaster Students Union (MSU) - Hamilton, ON

Oct. 2021

- Chosen as 1 out of 5 McMaster students to represent the collective voice of 150,000 undergraduate students at both the OUSA Fall and Spring assemblies.
- Revised policy papers involving Student Mobility and Credit Transfer, Indigenous Rights, Accountability and System Vision, and Responding to COVID-19

EDUCATION

Honours, Bachelor of Science (B.Sc)

Sept. 2021 - Jun. 2025

McMaster University – Hamilton, ON

- Honours Life Science Program, Double Minor in Community Engagement and Infectious Disease (In Progress)
- Relevant Coursework: Cell Biology, Infectious Diseases and Society, Medical Microbiology, Immunology, Bacteriology, Health Innovation, Global Health and Entrepreneurship, Science Communication in Public and Professional Settings

AWARDS

The Alec John Royston MacMillan Memorial Award

2025

The Grand & Toy Bursaries (\$1000)

2025

Global Skills Opportunity for Future Leaders in Strengthening Health and Social Systems (\$500)

2024

Global Experience Award (\$500)

2024

Dr. Ronald V. Joyce "Amazing" Grace Award (\$2500.00)

2023 & 2024