

CHRIS SAVIO ANTHONY

HUMAN RESOURCE PROFESSIONAL

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SUMMARY

Talent Acquisition Specialist with 1 year of experience managing end-to-end hiring for technical and corporate roles in medium paced environments. Skilled in sourcing, vetting, and onboarding candidates using social media and recruitment tools aligned with business and workforce goals. Strong communication and interpersonal, and candidate experience focus, contributing effectively to HR team objectives.

PROFESSIONAL SKILLS

Time Management Critical Thinking
Collaboration & Adaptability Problem Solving

TECHNICAL SKILLS

Social Media Recruiting CRM Tools
Market & Data Analysis ATS

PROFESSIONAL EXPERIENCE

Store Manager

January 2024 - Present

Company: Vape Street

Location: Surrey, British Columbia

- Responsible for overseeing daily operations, leading a team to consistently meet sales goals, and ensuring a
- high standard of customer service.
- Implemented strategies to optimize store performance, managed inventory and merchandising, and trained
- staff on product knowledge and upselling techniques.
- Played a key role in achieving monthly sales targets through performance-based incentives and by creating
- a positive and engaging retail environment.
- My role combined leadership, customer relationship management, and a results-driven approach to retail operations.

Talent Acquisition Specialist

April 2023 - September 2023

Company: Gardner Aerospace Ltd

Location: Bangalore, India

- Managed full-cycle recruitment processes for technical and non-technical roles, including job posting,
- screening, interviewing, and coordinating offers.
- Partnered with hiring managers to understand workforce needs and build effective sourcing strategies.
- Utilized platforms such as LinkedIn, and internal databases to identify and engage qualified candidates.
- Maintained accurate and up-to-date records in applicant tracking systems (ATS) to ensure compliance and
- efficiency.
- Conducted initial HR interviews to assess candidate suitability and cultural fit.
- Supported onboarding processes to ensure a smooth transition for new hires.
- Assisted in employer branding initiatives and talent pipeline development.

PROJECTS & ACADEMIC EXPERIENCE

Capstone Project - Integrated Business Strategy & Organizational Development

Master's Program - University Canada West (March 2025)

- Conducted an in-depth organizational analysis using SWOT and PESTLE to identify strategic and operational gaps.
- Developed integrated marketing, operations, and HR plans to enhance efficiency, growth, and workforce effectiveness.
- Created a digital marketing strategy with clear market segmentation and brand positioning.
- Delivered a high-impact presentation with actionable recommendations, earning top project distinction in the cohort.

Strategic Business Analysis Project - Marketing and Growth Planning

Master's Program - University Canada West (March 2025)

Company: Sonata Design

Location: Edmonton, Alberta

- Conducted TOWS matrix and Porter's Five Forces analysis to evaluate internal strengths/opportunities and external market competition.
- Assessed market trends, customer segments, and competitive positioning to inform growth strategy.
- Developed marketing and expansion plans aligned with organizational goals and resource capacity.
- Recommended strategic initiatives to improve market share, profitability, and long-term sustainability.

Group Project - Marketing Plan Proposal

Master's Program - University Canada West (March 2025)

Company: Fujiya Japanese Supermarket

Location: Vancouver, British Columbia

- Conducted a comprehensive SWOT and market analysis to identify growth opportunities for Fujiya in the competitive Japanese grocery market in Canada.
- Developed a full-scale marketing strategy, including digital outreach (social media, SEO), influencer collaborations, and in-store promotions to increase brand awareness and customer loyalty.
- Proposed a customer loyalty program, CRM adoption, and new product launches based on primary and secondary research using Statista, IBISWorld, and focus groups.
- Collaborated in a cross-functional team of 5 to create and present a professional marketing plan to academic stakeholders, receiving positive feedback for clarity and strategic insight.

EDUCATION

Master's in Business Administration

September 2023 - April 2025

University Canada West

Vancouver, British Columbia

ADDITIONAL INFORMATION

- **Languages:** English, Telugu, Kannada, Tamil
- **Certifications:** CPHR Candidate (BC & Yukon 2025)
- **Awards/Activities:** Most Innovative Intern of the Year (2023), Overall Best Intern, Division Two (2022), Onboarding Project Lead (2023)