

featuring:

Our feature ambassador for the month of March is Parijat, our Social Media & Online Reputation Manager at Coast Corporate Office in Vancouver, BC.

Parijat has been associated with hotels since she graduated with a Bachelor of Hotel Hospitality Administration from the Institute of Hotel Management, Catering and Nutrition in Pusa New Delhi. As a Management Trainee with Westin Hotels (then Starwood) under their GMAP Program – which she earned through campus recruitment process in 2011. That was her first job where she learnt the day-to-day routine of Front Desk, Concierge, Duty manager, night Auditor but somehow always wanted to work for food and beverage and that's when she moved to Park Hyatt Hotel in Chennai in 2012 as their Restaurant Executive. Parijat worked in pre-opening team for 2 restaurants until her General Manager convinced her to learn Public Relations and Marketing for hotels. In 2014 she was redesignated as Public Relations Executive and continued to learn various aspects of Hotel Marketing, Public Relations, Digital and Social media Marketing, Brand Management. In 2016 Parijat was promoted and transferred as Public Relations and Marketing Manager with Hyatt Regency in Chennai. In 2017 she made a big career move as Resort Marketing Manager for 35 hotels in India with Sterling Holidays and Resorts – the first timeshare hotel company in India. This organization built her knowledge when working for corporate level as well as hone skills for Brand Marketing, Communication, creating Brand standards, and National level Advertising and Public Relations. Parijat came to Canada in 2019 as a student in Capilano University where she finished her Global Hospitality Management Post Baccalaureate Diploma. During 2019, 2020 – she worked as Guest Services Coordinator for Vancouver Convention Centre during her study permit. Post Covid – Parijat wanted to get back to Brand Marketing Team within Hospitality Sector and that's when she found Coast Hotels.

Why did you choose the hospitality industry, and specifically Coast Hotels?

In my small town of Manali, India we had many hotels and tourists flocked to our picturesque mountain views, including famous stars. The hotel world was a fantasy for me, and for me, it felt like a perfect place to land.

What is the best part of working at Coast Hotels?

The best thing for me is the people, culture and diversity it brings. My outlook and perspective changed about communication, practical thinking, problem solving and teamwork. Young people can start their working life in hospitality and become prepared for whatever life throws at us. I have made some of the best memories while working here.



What is your definition of success?

I can find success in small things I do in daily life or maybe something big I have been planning to do. But whatever I succeed in must be done with the utmost honesty and happiness.

Who inspires you and why?

My mom, and all women who are independently working and leading in their career inspire me.

What are you most proud of in your role?

I am most proud of our small marketing team, altogether and the amount of work we pull out everyday is remarkable. My biggest accomplishment is our 97% rate ensuring that our hotels are monitoring guest reviews responding to them in a timely manner.

***thank you Parijat
for being an amazing
ambassador!***

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