**PROFESSIONAL SUMMARY**

* Results oriented business and marketing professional with problem-solving skills and resourcefulness
* A charismatic communicator who understands financials and can position solutions effectively to target audience
* Applied project management skills, analytical skills, and technical skills developed through comprehensive leadership roles

**SKILLS**

|  |  |  |
| --- | --- | --- |
| * Digital Marketing Tools
* Basic: Java, HTML, Python
* Excel, Power BI, Tableau
* Photoshop, Illustrator, InDesign
 | * CMS, CRM, ERP & Email-Marketing
* Product Photography
* Executive Presentations
 | * B2B Social Media Marketing
* Marketing Communication
* Market Research
* Customer Acquisition
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**EDUCATION**

**University of Cincinnati, Carl H. Lindner College of Business** Cincinnati, OH *Master of Business Administration* | GPA: 3.93 Aug 2019

* **MBA Capstone Project** (Jan 2019 – Apr 2019): Provided Castellini Group of Companies with a comprehensive market analysis & strategic action plan to address their evolving customer value proposition issues
* **MBA International Immersion**: *Shanghai, China* (December 2018): Participated in a business-centered global immersion program, culminating in a team-based strategic consulting project with GE Additive China
* **Graduate Assistant** (Jan 2019 – Apr 2019): Provided business students with job search techniques and interview skills
* Relevant Courses: Decision Modeling, Data Visualization, Financial Management, IT Management, Marketing Strategy

**University of Toronto** Toronto, ON

*Bachelor of Business Administration*, *Marketing* | GPA: 3.1 Sept 2011

* President: UofT Squash Association (2010); Frosh Leader (2009-2011); UTSC Leadership Certificate (2010)

**EXPERIENCE**

**Scotiabank, Business Operations Services, IS&C** Toronto, ONToronto, ON

*Process and Communications Lead (Contract)*  May 2020 - Current

* Develop executive dashboards & communication decks for senior leadership to effectively communicate key IT initiatives & vendor management, including cost benefit analysis, budgetary analysis & single pane financials using Power BI.
* Helped develop a solution to better track, present and manage vendor contracts and budgets through the use of SharePoint, Excel and ServiceNow; resulting in a FY20 budget saving of $1.4MM, improved work flows & efficiencies
* Developed a comprehensive Contract Remediation plan for over 700 contracts within IS&C; working closely with senior leaders from various departments, vendor procurement, Finance and Budget Teams

**Cintas Canada Ltd**.Mississauga, ON

*Marketing Manager* Dec 2019 - Apr 2020

* Developed a detailed website analysis using SEO tools and Google Analytics to identify potential UX improvements and implemented a phased strategy with AB testing to improve acquisitions and website conversions.
* Optimized and Canadianized digital & seeder marketing campaigns for Rental Uniforms & Industrial Mats to enhance sales team engagement
* Developed a detailed spreadsheet and process flow map to improve the Canadian marketing plan by better organizing & tracking marketing, sponsorship and collateral expenditure

**STM and J&J Display Sales** Mississauga, ON
*Marketing Manager*Nov 2014 - Aug 2018

* After STM acquired J&J, the CEO promoted me to Marketing Manager of both companies.
* Completely overhauled and launched two e-commerce store projects (Magento platform) with over 2500 SKU that resulted in enhanced SEO, improved order processing speed, and increased web sales of over 15% per year
* Completely overhauled the digital marketing and lead acquisition strategy with improved and targeted ad campaigns (Google AdWords, Facebook for Business and LinkedIn Ads) as well as product distribution over Amazon
* Developed extensive B2B event planning skills by managing, coordinating and executing over 10 Trade shows a year

**ITC Systems** Toronto, ON

*Marketing Specialist* Nov 2012 - Oct 2014

* Analyzed Google Analytics website data to determine customer acquisition, click through rates and page bounce rates to restructure the layout and content of the corporate website, thereby increasing web traffic by over 40% on key pages
* Developed social media strategy plan for Facebook, LinkedIn, YouTube and Twitter to maximize B2B social marketing
* Organized event and promotional materials, including sales collateral, press releases, case studies, product photography, marketing videos & branding design

**Pearson Embanet** Toronto, ON

*Enrollment Coordinator* May 2012 - Nov 2012

* As the face of Norwich Univ.’s Online MBA program, built rapport, provided program information and processed all required admission files for over 80 prospective students, thereby enhancing organizational skills & communication skills
* Received the MVP, top coordinator/advisor duo award for best sales conversion during the fall intake

**University of Toronto, Dept. of Management** Toronto, ON

*Marketing Coordinator* May 2011 - Mar 2012

* Spearheaded and managed the department e-commerce store launch project from start to finish – market research, demographic analysis, website marketing, vendor procurement, order processing & order fulfillment
* Created and designed all marketing collateral for the management department including copywriting and branding solutions for e-store products and department events

**ADDITIONAL EXPERIENCE AND INTERESTS**

* Photography enthusiast with a passion for candid art, portraits, event photography & nature
* Interests: Technology and Innovation, Financial Investing & Stock Markets
* Volunteered with the Toronto Area Hospice Sailing Regatta for website marketing and social media in 2017 & 2018