

Summary of Qualifications

- High energy, detailed, individual with a background in sales and customer service.
- Excellent presentation, negotiation, and communication skills.
- Experienced with Microsoft office programs through a variety of classes and bootcamps.
- Certifications in Marketing, Tableau, Power BI and Figma from Ted Rogers School of Management.

Education

Bachelor of Commerce Marketing Management 🎓 *Toronto Metropolitan University* SEPT 2019 - Expected APR 2023

- Relevant courses: Strategic Management, Advanced Marketing Management, Integrated Marketing Communications, Services Marketing, Assessing/Managing Market Opportunities, Business Intelligence/Decision Modelling, Integrated Case Analysis, and Understanding Consumers and New Media.

Certifications

Google Analytics Certification 🎓 *Google Academy* DEC 2022 - DEC 2023

- Intermediate level understanding of Universal Google Analytics and Google Analytics 4.

Marketing 🎓 *Toronto Metropolitan University* MAR 2021

- Completion of 4 bootcamps including Social Media Marketing, Branding, Graphic/Visual Design, Search Engine Optimization (SEO), and Analytics. Program instruction with Figma and Adobe Illustrator.

Power of Excel 2.0 🎓 *Toronto Metropolitan University* APR 2021

- Pivot Tables, Pivot Charts, Intermediate level text and mathematical formulas including VLOOKUP.

Tableau 2.0 🎓 *Toronto Metropolitan University* APR 2021

- Data visualization and analyzation using customized dashboards with different types of data sets.

Experience

Server/Cashier 🏢 *Toronto Island Beer and BBQ Co* 📍 *Toronto, ON* JUN 2022 - SEPT 2022

- Managed orders ranging up to \$23,000 dollars daily, resolving issues between the kitchen and the customers.
- Coordinate with management to execute buy-out events ranging from 15-70 individuals.
- Supervised the front of house team ranging from 4 to 9 people delegating tasks and responsibilities.

Front Desk Sales Associate 🏢 *Goodlife Fitness* 📍 *Toronto, ON* JUL 2019 - JUL 2022

- Generated up to 5 membership sales biweekly with an in-depth understanding of product offerings and competition.
- Promoted sales and specials to connect prospects with the best possible payment plan.
- Assisted management with teaching new hires the details of the POS system.
- Repair all non managerial administrative member details including banking issues and upselling memberships.

Co-Head 🏢 *Toronto Metropolitan University Rugby Club* 📍 *Toronto, ON* SEPT 2018 - MAR 2020

- Collaborated with other Ontario universities to host large rugby tournaments.
- Created advertisements that increased session participation by an average of 4 members.
- Trusted with money ranging up to \$1,000 to pay for events and club merchandise.
- Instructed and facilitated practice sessions 2-3 times weekly for the Toronto Metropolitan Rugby Club.

Lifeguard 🏢 *Delta Toronto East* 📍 *Toronto, ON* NOV 2014 - MAR 2020

- Guarded a pool of up to 75 swimmers as part of a team of 3 people.
- Maintained pool chemicals to maintain safety standards that are aligned with Ontario's regulations.