



EDUCATION

Bachelor's Degree (Honors) in Politics and Governance, Minor in Law

Ryerson University
2016

CERTIFICATIONS

Blockchain for Business

Ryerson University
Toronto | 2021

Social Media Strategy

Brain Station
Toronto | 2020

Adobe Certified Associate in Digital Editing - Premiere Pro

Certiport
Toronto | 2020

Professional Certificate in Leadership (LEP)

Western University
London | 2018

Search Engine Optimization Certificate

Brain Station
Toronto | 2017

RLN Annual Case Competition Winner

Ryerson Law Network
Toronto | 2016

TECHNICAL

Salesforce
Hubspot
Agile CRM
Google Analytics
Monday & Trello
Microsoft Excel

RELEVANT EXPERIENCE

DIRECTOR OF OPERATIONS & LOGISTICS

VIAFOMO | LiveRichMedia | 2020-2022

VIAFOMO is a startup that coordinates large-scale marketing services for luxury hotels & resorts as well as elevated travel experiences to clients globally.

- Consistently exceeded monthly sales quota by closing deals with an average of \$13,000 and a 33% strike ratio.
- Maintained a sales funnel of 3x goal with 35-45 deals in progress.
- Tracked sales using Salesforce and other tools.
- Built partnerships with over 50 hotels and resorts.
- Successfully pitched to luxury hotels such as Ritz-Carlton and Mandarin Oriental.
- Developed and coordinated marketing campaign strategy and logistics.

PRODUCT MANAGER

Looka (formerly Logojoy) | Toronto | 2017 – 2020

Looka is an artificial intelligence graphic design platform that aims to make personalized design accessible and affordable.

- Managed three product releases that led to a 35% increase in service purchases and improved customer engagement and SEO ranking.
- Collaborated with leadership and development team to identify customer needs and prioritize project strategy.
- Worked with data scientist to improve internal AI technology.
- Utilized Google Analytics to assess product viability and increase sales and SEO.

CUSTOMER SUCCESS MANAGER

Looka (formerly Logojoy) | Toronto | 2016 - 2017

- Managed a team of CS representatives, providing training and support for high customer satisfaction.
- Developed customer success strategy, including key performance indicators and targets for team performance.
- Improved SEO ranking with 4000 positive Trustpilot reviews in under one year through an email strategy.

EASYLINE BANKING SPECIALIST

TD Bank | Markham | 2014-2016

- Won Bravo Q4 and Q3 Awards.
- Exceeded monthly sales targets for 9 months in 2016.
- Completed TD Bank's Legendary Customer Experience training program.
- Set up new investments, accounts, visa products, overdrafts, and bill registrations while following professional practices and standards.