

ACCOUNT MANAGEMENT | BUSINESS DEVELOPMENT

Client Relations | Relationship Management | Community Building | Budget Management | B2B | Consultative Sales Strategies
Performance Targets/Metrics/KPIs | Product Knowledge | Product Promotion | Short-/Long-Term Sales Goals & Objectives

Consultative business development and account executive who excels in forging key relationships, identifying untapped opportunities, ideating innovative solutions, and solving complex business challenges that drive sales and account growth.

Performance- and results-driven sales and account management executive with an extensive track record of positioning organizations for success by driving revenue growth across highly competitive markets. Leverage business development, consultative sales, and account management expertise to present value-driven solutions that turn prospects into clients. Consistently meet, and often exceed, challenging sales objectives by demonstrating an intimate understanding of product, addressing client needs, and delivering strategic business solutions. Expert in helping clients to identify new areas of growth. Well-versed in delivering impactful presentations to executives, engaging in product training and education, interacting with clients pre- and post-sale, and providing concierge-level support and service. International experience and outstanding oral, written, and interpersonal communication skills, along with the ability to interact effectively across the organization.

CORE COMPETENCIES

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|----------------------|-------------------------|------------------------------------|
| ✓ Problem Solving | ✓ Business Solutions | ✓ Teamwork/Collaboration |
| ✓ Customer Service | ✓ Leadership Acumen | ✓ Business Process Strategies |
| ✓ Market Research | ✓ Prospecting Process | ✓ Client Engagement & Loyalty |
| ✓ Business Acumen | ✓ Relationship Building | ✓ Consultative & Solution Selling |
| ✓ Marketing Tactics | ✓ Performance Targets | ✓ Client Satisfaction & Retention |
| ✓ Strategic Planning | ✓ Competitive Research | ✓ C-Level Alliances/Communications |

PROFESSIONAL EXPERIENCE

SPIRIT OF MATH (SOM), North York, Ontario | Forest Hill, Ontario
Business Development Representative, 6/2019-1/2020

1/2018-1/2020

Leveraged entrepreneurial approach to turn prospects into clients while championing Releasing the Genius (RTG), a high-profile rebranding initiative focused on expanding business goals, generating interest locally, nationally, and internationally, and advancing Spirit of Math's math program for high-performing and gifted students. Applied a solutions-driven strategy to cultivate relationships with external clients across the public, private, and non-profit sectors.

- Researched and innovated a framework for the brand's core mission statement, which aligned with brand standards and vision.
- Engaged in research that identified high-profile prospects; secured future collaborations focused on building brand awareness and captivating new audiences.
- Connected businesses, individuals, innovators, and philanthropists across the education management industry and provided value to high-performing children, parents, educators, internal staff, and external clients, while fortifying Spirit of Math's image as a leading after-school math program in the education management industry.
- Recognized as a key resource and source of continuity to executives, investors, and external clients; delivered dynamic presentations that influenced top decision makers and C-suite executives.
- Generated interest, awareness, and engagement through high-impact social media posts. Obtained more likes than social media posts disseminated by the organization and its marketing agency.
- Contributed to high-quality content that was selected for RTG's digital and print magazines.

Campus Administrative Assistant, 1/2018-6/2019

Delivered exceptional customer service to parents of high-performing and gifted students in mathematics education. Ensured parents were well-informed on all aspects of the student admission process, which played a role in increasing the organization's enrollment, generating growth, and securing a campus in a prime location. Maintained the database and updated the organization's CRM system.

Continued...

- Demonstrated outstanding relationship management abilities, which resulted in increased engagement onsite, effective promotion of the brand, and meeting/exceeding the organization's challenging sales objectives.
- Worked alongside the campus director in devising marketing strategies that promoted the organization, its brand, and its high-level pedagogy, which effectively positioned SOM as a leading private math school for high-performing and gifted students.
- Promoted to serve as a business representative after demonstrating outstanding business development skills and consistently exceeding sales expectations.

KLOZ INC, Etobicoke, Ontario
Customer Service Representative

3/2018-12/2018

Partnered with sales representatives to secure orders from major customer accounts, including Amazon, Winners, Sports Experts, and Mountain Co-op Equipment. Accurately maintained a database of customer accounts and managed invoicing, data entry, and order refunds documentation. Delivered outstanding service and met customer standards/expectations, which resulted in increasing sales business and securing future contracts and partnerships. Managed multiple accounts and liaised between customers, consultants and warehouse workers. Devised strategies to streamline order processing from entry to delivery. Tracked and confirmed deliveries.

- Demonstrated outstanding B2B sales abilities, which resulted in securing major contracts with top clients totaling upward of \$300,000 for Winners, \$60,000 for Sports Experts, and \$30,000 Mountain Co-op Equipment.
- Represented the organization at trade shows; promoted and successfully marketed Toe Socks Canada, a brand that Klok Inc. carried as a wholesale distributor.
- Delivered accurate and timely information to clients related to order status and implemented fast-built solutions to customer queries; played a pivotal role in increasing orders and maximizing efficiency.

ADDITIONAL EXPERIENCE

NON-PROFIT ORGANIZATION, North York, Ontario
Freelancer

Key member of the initial team involved in the start-up of the organization. Oversee daily operations and lead a team of volunteers charged with executing marketing and event planning initiatives to promote awareness for social causes and issues related to mental health and support for children, youth, and adults across the community.

- Work in collaboration with leadership to establish programs aligned with the organization's mission and vision.
- Devise and implement strategies that contribute to the organization's overall financial success, including funding and promotional activities.

UNIVERSITY OF TORONTO, Forest Hill, Ontario
Call Centre Alumni Fundraiser

Built rapport and trust with clients, while encouraging engagement in the alumni fundraiser. Worked within University of Toronto's fundraising guidelines while collecting relevant student and alumni data, maintaining donor records, managing pledges, processing donations, and issuing charitable receipts.

- Recognized as a top performer and selected to work with high-profile donors and alumni.
- Earned recognition for soliciting donations from alumni faculty and students that totaled upward of \$5,000.
- Credited for persuading an alumnus to pledge \$3000 in exchange for a personalized inscription on a seat at Convocation Hall.

EDUCATION

UNIVERSITY OF TORONTO, St. George, 2017
Honors BA, Geography
Minor, Human Geography and Political Science

PROFESSIONAL DEVELOPMENT

Digital Marketing Strategy Course, University of Toronto, St. George, 2019