

## Summary of Qualifications

A dynamic, enthusiastic, and creative graphic design professional with over 10 years of experience. Good understanding of the role of social and mobile media in customer relationships management. Highly skilled in Adobe, Google, PC and Apple environments. A proven track record of developing and delivering innovative, business solutions while facilitating lasting customer relationships. Proven ability to create and present persuasive and compelling online advertising to generate incremental revenues for organizations.

Proven track record of exceptional communication and interpersonal skills, able to be part of a team and to motivate individuals on the teams to generate creative input and collaboration resulting in new ideas and winning solutions.

## Professional Experience

**Design Works, Mississauga**  
Owner / Designer

Nov. 2008 – Present

### Web and Graphic Design

- Successfully developed and managed online presence for various small and medium sized businesses. Proven expertise in website design, construction & content management to keep the site fresh and to help business generate repeat visits.
- Proven track record of creativity – Created and designed magazine spreads and album art work.
- Developed and executed targeted online marketing campaigns to generate incremental business and revenue for the clients.
- Manage digital imaging for online advertisements, create new online flyers and posters for clients.
- Generated incremental revenues for small business organizations and repeat customer visits by constantly changing the online offers.

**Staples, Toronto**  
Online Video Agent

Dec. 2010-March 2011

- Built and nurtured successful business relationships with small business customers to create new sales opportunities and to maintain positive relationships. Used online video communication via web cam to engage clients.
- Managed day to day customer requests to ensure successful complaint resolution and lasting customer relationships. Followed up with customers to obtain feedback and to ensure complete customer satisfaction. This resulted in repeat orders and incremental sales revenues.
- Successfully managed day to day communication with vendors and the associated operational metrics in compliance with the overall service level.

**Sport Mart, Mississauga**  
**Assistant Manager**

**Nov. 2009-Dec. 2010**

- Successfully managed day to day customer interactions, resolved complaints and customer concerns while meeting or exceeding revenue and profitability metrics.
- Developed successful business relationships with the internal staff and gained their support for company strategy and pricing by using effective and proven communication methods.
- Motivated individual sales agents across the functional areas by coming up with innovative incentive programs to increase sales at the local stores.

**Best Buy, Toronto, Ontario**  
**Merchandising and Department Supervisor**

**June 2006-Nov. 2008**

- Effectively communicated with internal merchandising staff and extended teams such as sales and marketing and outside vendors to ensure the merchandise was appropriately positioned for maximum visual exposure. Ensured all electronics were functional and the demos were running without any glitches.
- Relocated Apple products to high traffic areas which resulted in incremental sales of 25%.
- Ensured customers needs were met without delay – coached staff on conflict resolution skills and by educating them on new and emerging technology to assist the customers.
- Improved customers experience for new customers purchasing a cell or smart phone. Reduced the time required for cell phone activations by creating FAQ type brochure to educate 1st time buyers to ensure quicker and smoother customer interaction. This contributed to increased sales of cell phones by 120%. Sales agents were also able to focus on accessory sales and those sales increased by 25%.

## **Education**

**Mohawk College, Hamilton**  
**Marketing & Media Communications - Advanced Diploma**

**Sept. 2003-May 2005**

*Marketing Internship with Digital Cement Inc.*

Layout artist for student agenda

Tutor for special needs in Adobe software

Layout artist for student newspaper The Satellite

**Humber College, Toronto**  
**Graphic Design & Advertising – Diploma**

**Sept. 1996-May 1998**

*Pre Press Internship with Robo Shop*

Tutor in Adobe applications

Article for student paper

Story boards for film & television project (contract)

Poster for Gay & Bi-Sexual social group (contract)

