

- Design, implement and analyze social media analytics and marketing strategies
- Produced content for major campaigns, which included major brands such as Chevrolet Corvette, GMC Terrain, Topman and Joe Fresh.

Trend Toronto

May 2014 – Present

Co-Founder

www.trendtoronto.com

Trend Toronto started as a lifestyle and fashion blog that is evolving into a prominent influencer platform in Toronto.

- Create, direct and produce content for Trend Toronto (Photography, Videography and WordPress website)
- Design, implement and analyze social media marketing strategies
- Create promotional strategies with other brands through the in-house marketing platforms
- Identify opportunities and liaise in B2B Networking and Relationship building
 - Brought in high profile vendors and sponsors (Adidas, F21, and L'Oreal)

TD Canada Trust

Jan 2015 – Jan 2016

Project Administrator

Manage daily operations and projects regarding facilities management, equipment and resources for two high priority facilities across various campuses. Worked unsupervised, while reporting manager worked out of a remote location

- Planned strategies to ensure efficient management of facilities and assets – managed, maintained and supported the reliability of systems, equipment, properties and assets within the departments
- Identified and facilitated process enhancements for areas in need of improvement
- Troubleshoot, maintained and develop preventative maintenance for facilities
- Facilitated various projects including – move of resources from one major campus to another. Updated and changed the original move process to make the process efficient.
- Provided various detailed analysis in regards to facilities, budgets, pay rates and resources
- Engaged various high level internal and external stakeholders

TD Canada Trust

July 2013 – Jan 2015

Manager of Customer Service

Without prior retail branch experience, led sales and service team to deliver on branch business objectives exceeding goals and championing the branch to top quartile

- Received Champions award for 2014 – branch ranked 3rd out of 127 branches (in 2013 branch was ranked 124th), as well as multiple quartile winner
 - Applied performance management process that resulted in more consistent results month over month (sales and service metrics)
 - Supported employees in their personal and performance development by utilizing various tools as appropriate
 - Ensured necessary due diligence to support the accuracy of all customer transactions
 - With the customer and business in mind, handled all escalations with resolutions that always ensured a better experience for both our business and the client
-