

# HUNTER SPRIGINGS

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Toronto, ON

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## SKILLS

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- Adept at utilizing both qualitative and quantitative data to inform decision-making, approaching tasks with a methodical and solution-focused mindset
- Proficient in programming languages including R-Script, SPSS, Python, HTML, and CSS, with advanced knowledge of SQL, Tableau, VBA, Microsoft Office and Google Suites

## EDUCATION

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**Bachelor of Business Administration**, Wilfrid Laurier University, Waterloo ON **Sept 2018 – Present**

- Concentration in Marketing and pursuing minors in Economics and Computer Science

## RELEVANT EXPERIENCE

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**Sales Analyst**, St. Peter's Spirits **Sept 2022 – Dec 2022**

- Developed a centralized database for storing 100,000+ records of sales data for Canadian and U.S. markets
- Applied advanced SQL queries to analyze market trends and categorize customer performance for targeting purposes, aiding in a 10% increase in Q4 sales
- Implemented inventory management system to prevent stock outages across Canadian provincial wholesalers
- Created seasonally adjusted forecasts for 23 products across 4 Canadian markets
- Conducted market research and ROI analysis on marketing activities, presenting actionable insights through visually appealing dashboards to internal stakeholders

**Product Line Marketer**, BaseVac Dental **Sept 2021 – Dec 2021**

- Developed a new branding strategy with lead management, resulting in 38% increase in bookings for 2022
- Constructed over 30 account sell sheets for sales team, leading to acquisition of three key accounts
- Developed post-purchase materials including product demonstration 4 product demonstration videos, 2 manuals, and 1 white paper
- Generated 19 leads for sales team through cold outreach, resulting in \$20,000+ in product purchases
- Collaborated with a front-end designer to construct a new company website through development of the CMS, SEO strategy and other marketing material

**Digital Marketer**, Borrum Energy Solutions **Jan 2021 – May 2021**

- Optimized company SEO, reducing bounce rates from 75% to 50% and implemented Google Ad campaigns
- Designed 3 landing pages that generated over 100 leads
- Created and formulated all social media posts (Instagram, Facebook, Twitter, LinkedIn)
- Coordinated materials for online exhibitions and conventions, including Indigenous Clean Energy conference, Arctic Indigenous Investment Conference, Spring 2021 Virtual Cottage Life Show, MSAM webinar, and Arctic Challenges, Innovations and Commerce Expo

**Administrative Assistant, Springs Intellectual Property Law****Dec 2016 – Jan 2021**

- Completed clerical tasks such as updating client correspondence, data entry, document processing and operational expense reports (15,000+ files)
- Maintained server processes and executed installation of computer programs and software for 19 employees

**EXTRACURRICULAR & VOLUNTEER EXPERIENCE**

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**VP of Marketing for Laurier Renewable Energy Club****Dec 2021 – Present**

- Acted as a liaison between the Laurier Sustainability Office and renewable energy firms for campus projects
- Coordinated networking events and speaker series with renewable energy industry members for Laurier students
- Designed, built, and launched the Laurier Renewable Energy Club website

**Finance Treasurer of Sigma Chi Fraternity****Sept 2021 – Present**

- Forecasted budget and revenues for 2020, 2021 and 2022 academic semesters
- Continually managed over \$65,000 of account revenues and expenditures belonging to the Iota Mu Chapter
- Coordinate payment plans for over 55 active members

**Sustainability Chair of Sigma Chi Fraternity****Dec 2020 – Present**

- Coordinated the first-ever municipal garbage clean up between the Iota Mu Chapter and Uptown Waterloo Business Improvement Area which collected over 50 Lbs. of trash

**Director of Marketing of Laurier Critical Thinkers Club****Sept 2020 – 2021**

- Charged with creating all new logos, designs, and materials for the club
- Recruited 23 new members in the 2020 fall semester

**All Saints Kingsway Anglican Church, Toronto ON****Sept 2017 – May 2018**

- Served food and handed out clothing/blankets to the homeless every Friday evening at the shelter

**Restore Habitat for Humanity****May 2017 – Sept 2018**

- Developed active listening skills while patiently attending to customer inquiries as a sales associate for used and donated furniture and appliances
- Acted within a team to problem-solve solutions for repairing used and donated furniture and appliances

**CERTIFICATIONS & ACHIEVEMENTS**

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- Entrance Scholarship, Wilfrid Laurier University, 2018
- In-Course Scholarship, Wilfrid Laurier University, 2019-2023
- 2<sup>nd</sup> Place Finalist in Laurier CHUBB Insurance & Risk Case Competition, 2022
- Attended Huntsman Horizons Leadership Summit, 2022
- Completed Excel VBA 1-2, Salesforce, and QuickBooks certifications with PRISM Resources at Laurier
- Lazaridis Business Student Proctor, 2021 – Present
- Completed Google Data Analytics certificate