

SUMMARY OF QUALIFICATIONS

- Proficient in utilizing Microsoft Office Suite (including Word, Excel, Outlook, and PowerPoint)
- Professional communication skills, both verbal and written, with substantial public speaking, delivering clear and concise messages, and a proven track record of exceptional customer service skills.
- Expertise in designing and implementing high-converting landing pages and sales funnels, utilizing UX/UI principles and conversion optimization techniques
- Capable of both independent work and collaboration within a team, while maintaining confidentiality and handling sensitive information with discretion.
- Possesses strong organizational and time management abilities, adept at prioritizing tasks to ensure efficient workflow and productivity.
- Detail-oriented individual with excellent administrative and organizational abilities, ensuring accuracy in tasks.

PROFESSIONAL EXPERIENCE

CEO of Marketing & Web Design Agency

Funnel Redesigned INC, Markham ON / September 2021 – Present

- Spearhead strategic direction and vision for Funnel Redesigned Inc, focusing on revenue growth and client satisfaction.
- Coach and consult with clients to optimize their marketing strategies, leading to substantial increases in revenue and ROI.
- Design high-converting landing pages and sales funnels tailored to client needs, employing expertise in UX/UI principles and conversion optimization techniques.
- Conduct client consultations via Zoom, guiding discussions to identify pain points and align solutions with client goals, resulting in successful client acquisition and retention.
- Manage a team of Virtual Assistants, delegating tasks and ensuring operational efficiency, thereby freeing up client-facing time for strategic growth initiatives.
- Oversee client project delivery, ensuring timelines, quality standards, and client expectations are met or exceeded.
- Continuously analyze market trends and competitor activities to identify opportunities for innovation and business growth.

EXTRA-CURRICULAR ACTIVITIES

Volunteer Coordinator

IFT Youth (Non-profit Organization) / June 2019 – March 2020

- Produce schedules for everyday activities and programs.
- Assigning responsibilities to the right people for special events and coordinating teams of volunteers for large-scale actions, increased community engagement, and enhanced organizational reputation as a trusted event organizer.
- Managing and coordinating a team of volunteers, by maintaining frequent communication ensuring the volunteers are satisfied and well-placed in roles that match their skills and interests while actively addressing their concerns. Leading to increased engagement and the successful achievement of our organizational goals.