

Vaishnavi Potlawala

(705)-795-8539 | vaishnavipotla2023@gmail.com

OBJECTIVE

To leverage my expertise in business administration and hands-on experience in marketing, customer service, and financial management to contribute to a dynamic organization. I aim to enhance customer experiences and drive business growth through data-driven strategies and innovative marketing solutions.

EDUCATION

Georgian College	Barrie, Ontario	2022-2024
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- Graduate Certification in Business (co-op)
- Graduate Coursework: Accounting, Marketing, Business Communication, Microeconomics, Macroeconomics, HRM, Operations Management, Business Law, Mathematics, Computer Applications for Business, Organizational Behavior, Entrepreneurship, Finance

OBJECTIVE

Admin and Marketing Assistant

Peggy Hill Team

- Assisted in marketing efforts and promotional activities.
- Updated and managed listings on various government and company pages. (Including Toronto Board and Barrie Board)
- Managing Feedback, updating on CRM and communicate with agents to know their experience.
- Provided general administrative support, including document preparation and scheduling.
- Communicated effectively with clients and team members.
- Preparing weekly stats for existing clients and arranging photographs appointments

Bookkeeper

Gardhouse Financial Services

- Data entry, invoice processing, reconciliation, financial reporting, tax preparation support, expense tracking, and auditing assistance.
- General Ledger- Post journal entries and manage the general ledger to ensure accurate and up-to-date financial records
- Communicated effectively with clients and management.
- Managed office supplies, document preparation, and scheduling.

Manager on Duty***Blue Mountain Resort, Collingwood, Ontario***

- supervised and trained front desk staff, ensuring adherence to resort policies and high service standards.
- Coordinated daily check-ins, check-outs, and reservations, maintaining operational accuracy and smooth workflow.
- Upsold premium services and packages, contributing to a measurable increase in revenue during peak seasons.
- Utilized property management systems (PMS) to streamline operations, including billing and guest data management.
- Improved guest satisfaction scores by 15% and received recognition for exemplary service during high-volume periods.

SKILLS

Computer Application	:	MS Suits, Google tools, Google analytics, Power BI
Marketing tools	:	CRM, CMA, SEO, Marketing Automation Platforms
Accounting tool	:	Sage50, QuickBooks, Profile intuit
CRM Tools	:	Asana, Brivity, Broker Bay, Follow up Boss, Hub Spot
Other Portals	:	TREB, BREB, SAP, Websites management
