

Nicole de Guzman

✉ nicolegdeguzman@gmail.com ☎ (647) 779-7855 in nicolegdeguzman

👤 she/her/hers ➡ portfolio

📁 Professional Experience

Studio North Toronto

Assistant Studio Manager

2022 - 2023 | Toronto

- **Lead Conversion, Written Communication:** Executed retention-focused email campaigns targeting existing clientele, promoting sustained membership and subscription engagement, resulting in a **273%** increase in memberships within 3 months.
- **Scheduling, Staff Training & Development:** Utilized **Google Workspace** to effectively manage and delegate tasks among the guest services team (**24 employees**) to enhance customer experience at Toronto's top-ranked Dance Studio.
- **Project:** Developed and implemented **reception personnel task inventory** to optimize staff operations, resulting in improved productivity and efficiency.
- **Event Management:** Managed market vendor selection, catering arrangements, space decoration, and financial oversight for the studio's one-year anniversary event.

Front Desk Assistant

2021 - 2022 | Toronto

- **Client Relationships:** Efficiently processed customer payments, verified details and ensured a seamless payment experience that upheld the organization's financial integrity and customer satisfaction using **Mindbody software**.
- **Time Management:** Diligently executed opening and closing duties while maintaining punctual schedules for classes and rentals.

Life Lessonz Inc.,

2022 | Brampton

I.T. Development Manager

- **Client Relationships:** Spearheaded the development of an interactive live online program, fostering a safe and inclusive learning environment for young adults with developmental disabilities. This initiative led to a substantial increase in participant registrations and a **100% post-program satisfaction rate**.
- **Staff Training & Development:** Collaborated with a team of **4 staff members** to successfully execute a daily scheduled live online program. Effectively delegated tasks through well-structured training and comprehensive guidance.
- **Project:** Accomplished accessibility goals by **designing, developing, and launching the organization's website and app**, which complemented the live program and ensured a seamless user experience.

Primary Digital Marketing, Web Designer


2021 | Brampton

- **Client Relationships:** Coordinated the creative vision for client website design encompassing design principles and customer brand.
- **Web Design:** Conceptualized wireframes and mockups using **Figma**, facilitating the advancement of client website projects.
- **Web Development:** Conducted thorough accessibility assessments to guarantee **WCAG compliance** of websites.

Projects




Colours, HTML, CSS, SASS, JavaScript

A colour palette generator; takes an input of a hex code and selection of palette scheme and generates a palette of five colours.

Live Site  | **GitHub Repository** 

Two Second Tip, React.js, REST API

An advice generator based on a user-inputted query.

Live Site  | **GitHub Repository**  | **Figma** 

My Portfolio, HTML, SASS, JavaScript

My personal portfolio, feel free to peruse and interact with the elements.

Live Site  | **GitHub Repository**  | **Figma** 

Education

Immersive Web Development Bootcamp,

2021 | Toronto

Juno College of Technology

HTML5, CSS3, JavaScript, jQuery, React.js

Molecular Biology & Genetics,

2017 - 2019 | Guelph

University of Guelph

Skills

Canva

Figma

Front-End Development

HTML5, CSS3, JavaScript, React.js,
REST API Integration, SASS,
Firebase, Git