Nicole de Guzman

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

👤 she/her/hers ↖ portfolio

💼 Professional Experience

Assistant Studio Manager,   2022 – 2023 | Toronto
Studio North 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 **cloud-based productivity trackers** 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, *Studio North Toronto*   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.

I.T. Development Manager, *Life Lessonz Inc.*   2022 | Brampton
- **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:** Led 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.

**Web Designer,** *Freelance*   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.

📁 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, Firebase*
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

Front-End Development   **Canva**
HTML5, CSS3, JavaScript, React.js,
REST API Integration, SASS,   **Figma**
Firebase, Git

Typing
73 WPM with 97% accuracy